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ABSTRACT

Contained in this report are the results of a telephone survey conducted among households in the metropolitan television market for Boston, Massachusetts. The purpose of the survey was to determine the nature of the Boston television market and the role of WGBH. A random sample of 4157 respondents was obtained. Among the conclusions were that as family size increased, viewing of children's programs increased; as the educational level of adults in the household rose, viewing of adult programs on WGBH increased; television sets were on for two hours or more per day in more than 90 percent of the homes and for six hours or more daily in more than 40 percent; and adult viewing was greatest in households where there were no children. (The results of the study are presented in both narrative and table format.) (RB)

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# A General Analysis of the Audience of

# WGBH

# Boston, Massachusetts

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Office of Communication Research

888 Sixteenth St., N.W. Washington, D.C. 20006

September 1974

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CS 501 232

WGBH-TV
SUMMARY

An analysis of the WGBH-TV audience in the Boston area, based on telephone interviews with 4157 respondents, showed the following:

Demographic Characteristics

Family size and composition - as family size increased, viewing of children's programs rose, viewing of adults' programs declined. Viewing was highest in families with four or more members. When there were children in the family, the greatest viewers were pre-school, then elementary school level; less than half of teenagers were viewers.

Age - viewing was greatest when the household head was between 30 and 39, then when the age was 18-29. (People in these age categories were most likely to have young children.) As age increased above 40, viewing declined for children's programs, increased for adult programs.

Education - as the educational level of adults in the household rose, viewing of adult WGBH-TV increased. Children's viewing peaked when parents had finished a high school degree, dropped off among the children of the college educated.

Occupation - Adult viewing levels were highest among professionals and students, but declined among proprietors/managers, sales/clerical, skilled, and at the lowest level the unskilled. Children's viewing is not clearly related to occupation.

Employment status - Adult viewing was highest in the homes of retirees. Children's viewing was constant, whether the head of household was employed or unemployed.

Ethnic - Black children were less likely to view WGBH than were white, Portuguese, Italian, and "other" children, but adult viewing was highest among the blacks and undifferentiated whites.

## Television Usage

Television sets were on for two hours or more per day in more than 90% of homes and for six hours or more daily in more than 40%. Usage of day-time television was greatest among pre-school children (76%), then elementary school children, female adults, teenagers, and down to 14% among male adults. Boston led other CPB study cities in daytime viewing.

Public television usage in the Boston area was also higher than in cities such as Washington, D.C., New York, and Dallas. Of the total sample, half were able to name at least one program, and in no county surveyed did the figure fall below 42%. A third of adults said they watched WGBH-TV once a week, and a fifth said they and other adults in the house were "regular viewing fans."

## Children and WGBH-TV

As the size of the family increased, the likelihood that children's programs were watched increased markedly. The peak was among four-member families. Viewing of WGBH-TV children's programs was highest when parents were fairly young, there was more than one child, and there were no teenagers. Viewing was not related to the parents' occupation. It was highest when the parents had some college education, but then declined somewhat when the mother had graduate education. Proportionately, there was more viewing of these programs by blacks than by any other group. Young WGBH-TV fans were more likely to watch television during the day-time than were children who seldom watched the station.

## Adults and WGBH-TV

Adult viewing was greatest in households where there were no children; where there were only one or two members of the family; where the head of the household was under 30, over 40, or especially over 50; and where the head of the household was retired. While the relation to occupation was less consistent, professionals were the highest users. Teenagers' viewing was associated more with adult programs than with children's programs. Adult viewing was correlated with higher education, and with high status/income occupations.

Viewing of Public Affairs, Cultural Programs

There was very small overlap between those who watched public affairs programs and those who watched dramatic or musical programs; only 22% of these respondents named programs from both categories. Yet the audience for both genres was basically the same: households without children, with higher education and employment levels, beyond child-rearing age, more men than women, and among blacks and whites more than among other ethnic groups.

CONTENTS


| | |
|---|---|
| INTRODUCTION | 1 |
| BACKGROUND ON HOUSEHOLDS SAMPLED | 3 |
| Demographic Characteristics | 3 |
| General Television Availability and Use | 8 |
| Public Television Availability and Use | 9 |
| NON-VIEWERS | 10 |
| Demographic Description | 11 |
| General Television Behavior | 14 |
| Public Television Behavior | 14 |
| CONSISTENCY OF RESPONSES BY WGBH-TV VIEWERS | 16 |
| CHILDREN AND WGBH-TV | 16 |
| ADULTS AND WGBH-TV | 20 |
| Relationship to Child Viewing | 20 |
| Relationship to Socio-Economic Factors | 21 |
| Relationship to General Television Use | 22 |
| Relationship to Public Television Use | 22 |
| VIEWING OF PUBLIC AFFAIRS, CULTURAL PROGRAMS | 23 |
| APPENDIX I Tables | 25 |
| APPENDIX II WGBH Questionnaire | 59 |

## FIGURES


1. WGBH GRADE A VIEWING AREA 2

2. DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE 4

3. TELEVISION AVAILABILITY AND GENERAL VIEWING BEHAVIOR 6

4. PUBLIC TELEVISION AVAILABILITY AND USE 7

5. WGBH-TV'S SHARE OF DEMOGRAPHIC GROUPS 12

6. WGBH VIEWERS AND NON-VIEWERS CONTRASTED ON MEDIA AVAILABILITY AND USE 15

7. YOUNG WGBH VIEWERS BY DEMOGRAPHIC GROUPS 18


## TABLES


1. DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE 27

2. TELEVISION AVAILABILITY AND GENERAL VIEWING BEHAVIOR 30

3. PUBLIC MEDIA AVAILABILITY AND USE 32

4. WGBH-TV'S SHARE OF DEMOGRAPHIC GROUPS 36

5. WGBH VIEWERS AND NON-VIEWERS CONTRASTED ON MEDIA AVAILABILITY AND USE 38

6. WGBH VIEWERS AND NON-VIEWERS CONTRASTED ON RESPONSES TO OTHER WGBH VARIABLES 39

7. CONSISTENCY OF WGBH VIEWING RESPONSES 40

8. YOUNG WGBH VIEWERS BY DEMOGRAPHIC GROUPS 41

9. YOUNG WGBH VIEWERS CONTRASTED ON MEDIA AVAILABILITY AND USE 43

10. ADULT WGBH-TV VIEWING IN RELATIONSHIP TO CHILDREN IN HOME 44

11. ADULT WGBH VIEWING BY DEMOGRAPHIC GROUPS 47

12. ADULT WGBH VIEWERS AND NON VIEWERS CONTRASTED ON MEDIA AVAILABILITY AND USE 49

13. ADULT WGBH VIEWERS AND NON VIEWERS CONTRASTED ON RESPONSES TO OTHER WGBH VARIABLES 50

14. TYPE OF WGBH PROGRAM BY DEMOGRAPHIC GROUPS 51

15. TYPE OF WGBH PROGRAM BY MEDIA AVAILABILITY AND USE 54

16. TYPE OF WGBH PROGRAM BY OTHER WGBH VARIABLES 56

## INTRODUCTION

This is one in a series of studies undertaken by the Office of Communication Research of the Corporation for Public Broadcasting (CPB) with the support of a matching funds grant from the Ford Foundation. It is the first study in a projected program of research for WGBH-TV, channel 2, the public television station serving the Boston area. WGBH is a community station, licensed to the WGBH Educational Foundation, which also operates WGBX-TV on channel 44 and WGBH-FM.

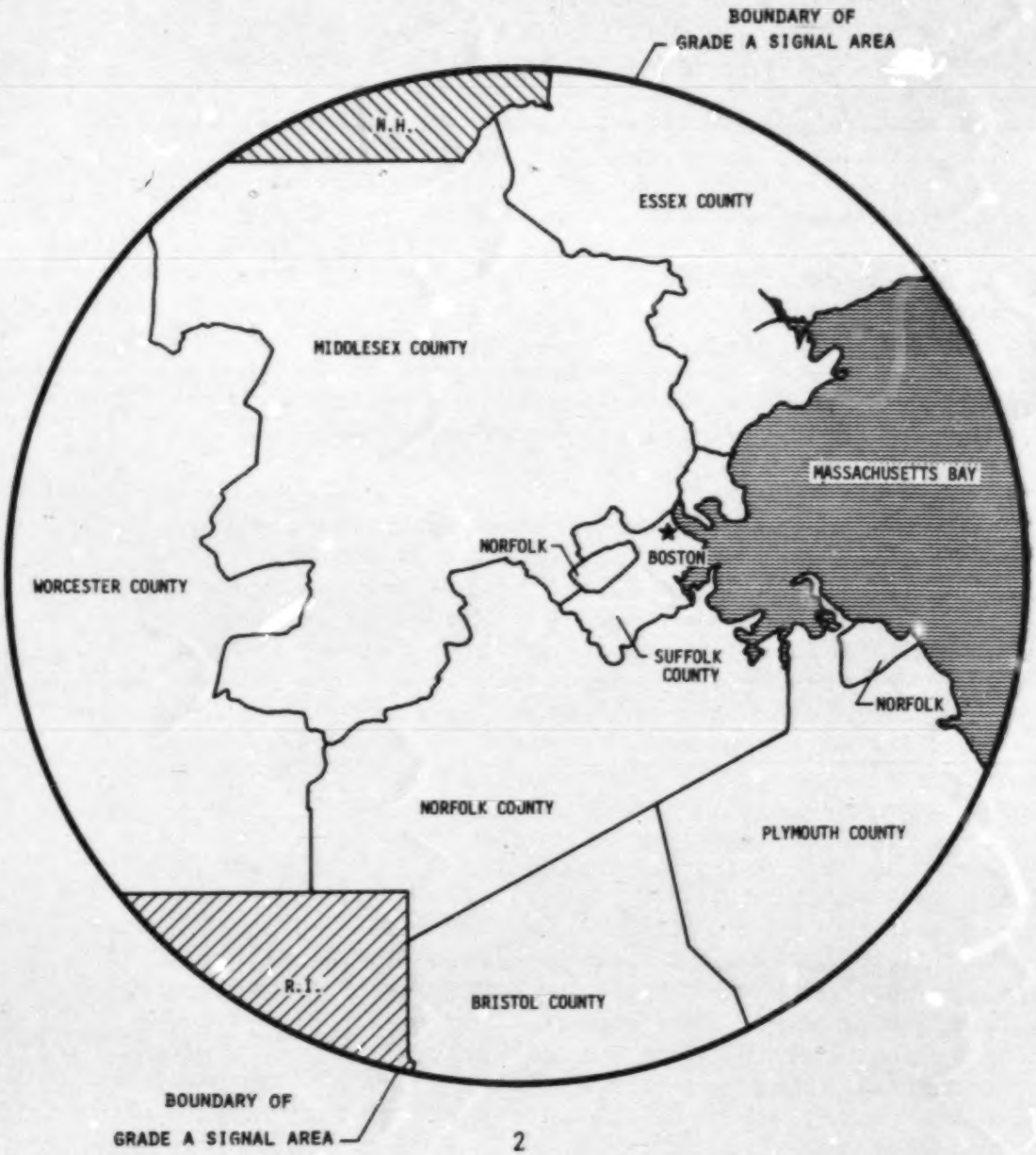
The sample covered WGBH-TV's Grade A Signal Area, which extends roughly to a radius of 50 miles out from Boston (Figure 1). Included in this area are Norfolk and Suffolk counties, most of Middlesex county, and parts of Essex, Worcester, Bristol, and Plymouth counties. Portions of New Hampshire and Rhode Island that fall in the signal area were excluded from the study.

The data for the study were gathered by telephone interviews. A computer-generated, random-digit sample of telephone households was constructed by the Opinion Research Corporation of Princeton, New Jersey. Since the primary purpose was to obtain information regarding family, rather than individual, viewing, the sampling unit was the household. Interviewers were instructed to accept any responsible adult in the household as respondent. A total of 4018 interviews were completed. When county figures were compared to census data, some counties were overrepresented and others were underrepresented. An appropriate weight factor was therefor applied to each county, resulting in a projected total sample figure of 4157.

The interviewers were recruited from the local area and were trained by Donna Ellis of the CPB staff and the author, Karen Sapolsky. Interviewers introduced themselves by saying, "We're doing a study of television viewing." If the respondent asked for further information, he or she was told that the survey was being conducted by the Corporation for Public Broadcasting. Coding was done in Boston; data processing was done in Boston and by the CPB staff in Washington.

FIGURE 1

WGBH GRADE A SIGNAL AREA

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## BACKGROUND ON HOUSEHOLDS SAMPLED

### Demographic Characteristics

Tables 1 to 3 (see Appendix I for tables) and Figures 2-4 present the survey marginals for the entire weighted sample and for each county. With the exception of Suffolk county (which includes the city of Boston), the counties exhibit roughly the same pattern on most items (the range of difference seldom exceeds 10 percentage points, so that a good deal of the variation could occur by chance). Table 1 and Figure 2 show the demographic characteristics of the sample.

The concentration of colleges and universities and of young people working in the Boston area is evident in the Suffolk sample and may account for the differences in background factors as well as television behavior. Suffolk is highest in the proportion of students and single- or two-person households, lowest in the presence of children. It has disproportionately younger heads of households. Suffolk also includes a higher proportion of male respondents. Television sets are turned on for fewer hours and female adults are less likely to watch daytime TV, but Suffolk leads in the proportion of elementary school children viewing day-time television. Finally, Suffolk tends to have a greater adult and teenage involvement with WGBH-TV, but less child involvement, than do most of the other counties. While the other counties are not homogeneous by any means, they are similar enough to warrant using the overall sample figures.

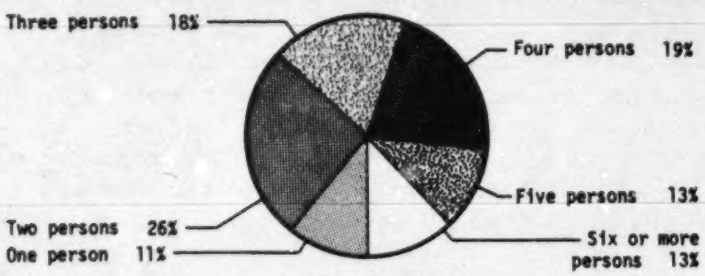
In the total sample, just over one-quarter of households numbered two people, while almost a fifth each included three or four members. Twenty-three percent of the households included pre-school children, 28% had children of elementary school age, and 28% included teenagers (categories not mutually exclusive).

In terms of age, about one-fifth of the heads of household were 18-29, 30-39, and 40-49, respectively. As age increased above 50, the proportions declined.

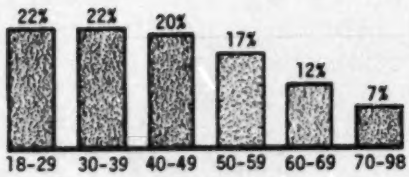
About one-third of the adult males in the sample had finished high school. Above that level, more than 50% had either some college or a college degree. Among women, 43% had finished high school and 43% had college experience or

FIGURE 2

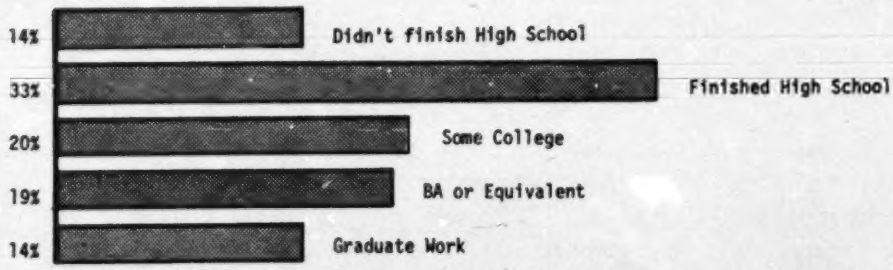
DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE



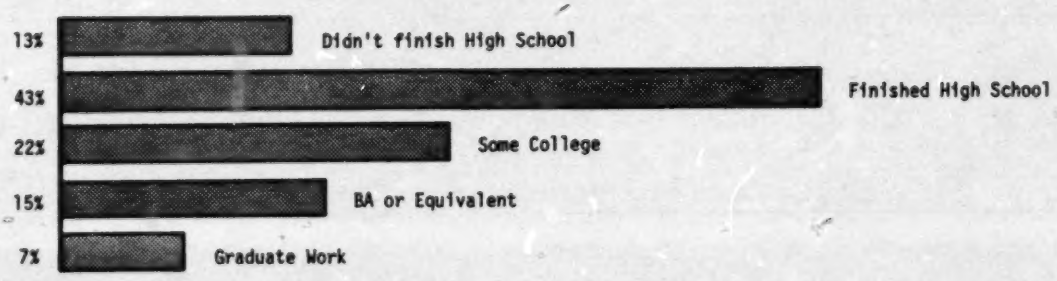

SIZE OF HOUSEHOLD




AGE OF HEAD OF HOUSEHOLD

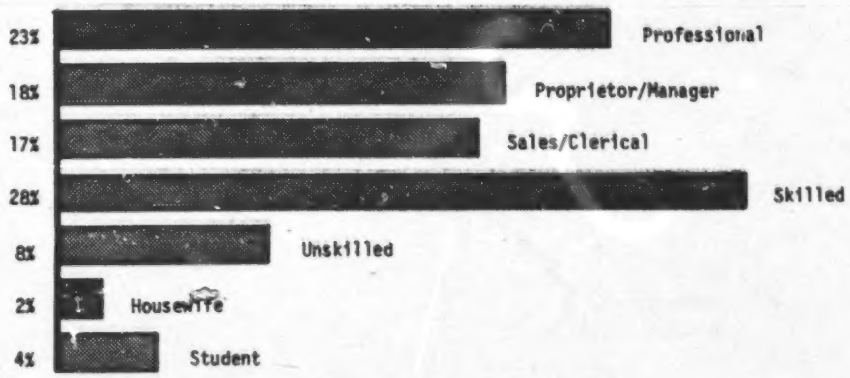



EDUCATIONAL LEVEL OF MALE ADULT

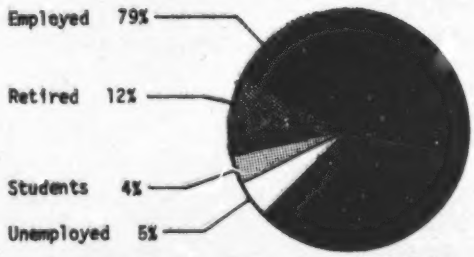



EDUCATIONAL LEVEL OF FEMALE ADULT (cont.)

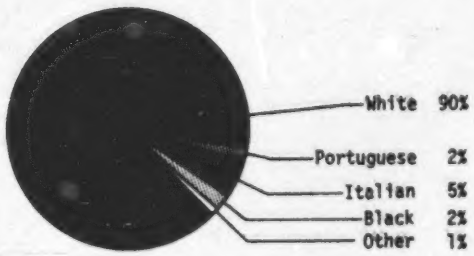
FIGURE 2 (cont.)



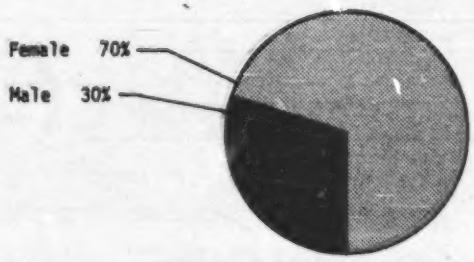

OCCUPATION OF HEAD OF HOUSEHOLD




EMPLOYMENT STATUS



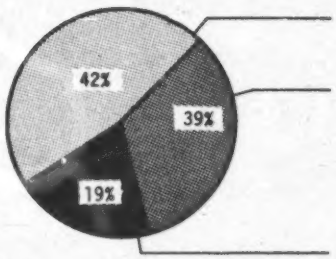

ETHNIC IDENTIFICATION



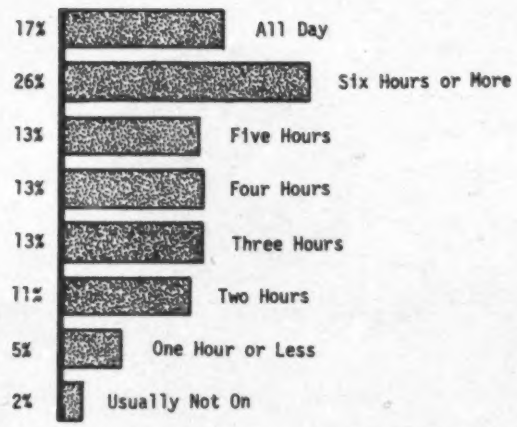

SEX OF RESPONDENT

FIGURE 3

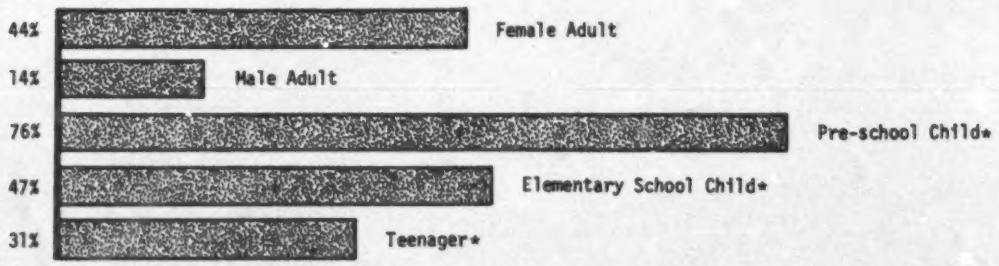
TELEVISION AVAILABILITY AND GENERAL VIEWING BEHAVIOR




NUMBER OF TV SETS




AVERAGE TIME SET IS ON DURING WEEKDAY

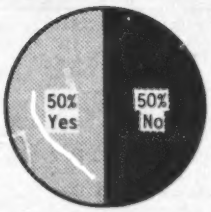



WHO WATCHES DURING DAYTIME

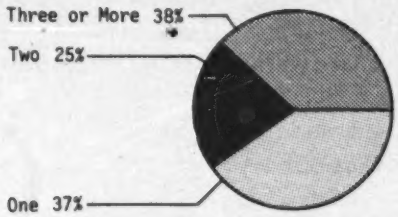
* percentages based on families with children in this age group

FIGURE 4

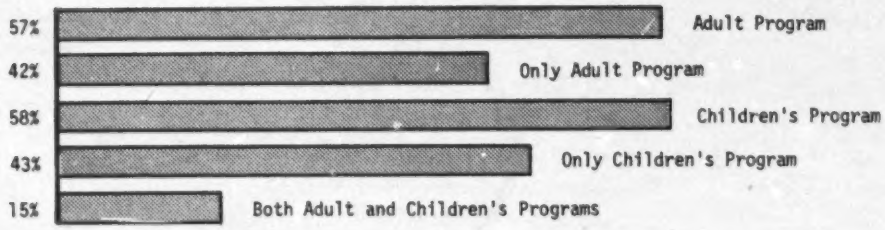
PUBLIC TELEVISION AVAILABILITY AND USE



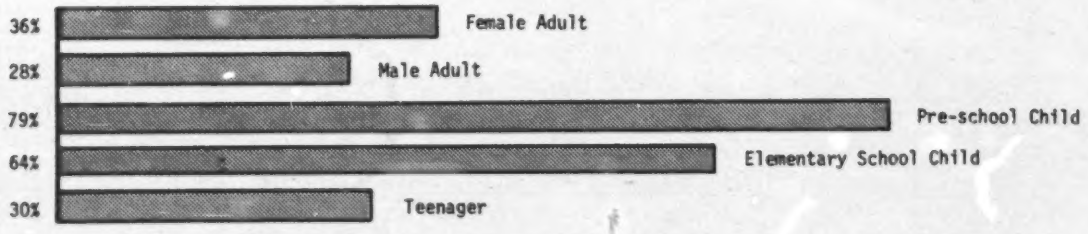

ABLE TO RECALL WGBH PROGRAM VIEWED LAST WEEK



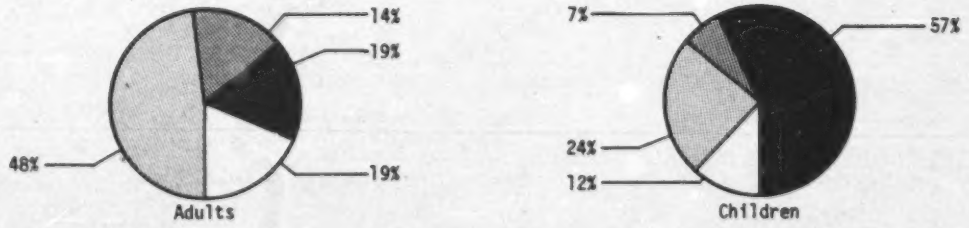

NUMBER OF WGBH PROGRAMS NAMED


57% Adult Program
42% Only Adult Program
58% Children's Program
43% Only Children's Program
15% Both Adult and Children's Programs

ABLE TO NAME PROGRAM TYPES*




WHO WATCHED WGBH LAST WEEK




REPORTED FREQUENCY OF WGBH VIEWING

Regular Viewing Fan
View once a Week
View Now and Then
Never Watch

* percentages based on number of households able to name at least one program

degrees. Suffolk county had a higher general pattern of educational achievement.

The greatest proportion of respondents were in skilled jobs (28%). Other categories were professional (23%), proprietor/manager (18%), and sales/clerical (17%). Suffolk county showed a disproportionately high student population (14%).

The great preponderance of respondents identified themselves as being white. About 5% said they were of Italian background. Less than 2% each were black, Portuguese, or "other." Suffolk county included 7% Italian and 5% black respondents.

General Television Availability and Use

Table 2 and Figure 3 detail general television availability and viewing behavior for the total sample and by county. Television ownership is virtually universal in the Boston area. Only 66 (1.6%) of the respondents did not have a television and so were eliminated from this report. More than 50% of the households reported owning more than one set. A set is turned on for two hours or more per day in more than 90% of the homes, and for six hours or more in more than 40%. The heaviest users of day-time television are pre-school children (76%), then elementary school children (47%), female adults (44%), and teenagers (31%). Few male adults (14%) watch day-time television. Among the young in the Boston area, day-time viewing decreased sharply with age, from a hign of 76% of pre-schoolers to a low of 31% of teenagers. Reported day-time viewing is fairly stable from county to county, although Plymouth and Norfolk households reported a somewhat greater percentage of very young children watching day-time television.

Boston led other cities studied across the country in day-time viewing by male adults, teenagers, and children. This was especially true among pre-schoolers: 76% of this group in Boston watched before 6:00 p.m., compared to only 49-64% in Washington, New York and Dallas.

About half of the respondents said that they watch one or more documentaries or discussions of contemporary issues (apart from regular news broadcasts) each week; only a fifth reported never watching such programming.

The most frequently used source of information on programming was TV Guide (43%). Following it was the Sunday supplement (28%). The remaining respondents used daily papers, followed habit, or turned the dial.

Public Television Availability and Use

Public television involvement is detailed in Table 3 and Figure 4. Respondents were asked to name any WGBH-TV program or programs that had been watched by any member of the household during the past week. Of the total sample, half were able to name at least one program, and in no county did this figure fall below 42%. This is in marked contrast to Washington, D.C., New York, and Dallas, where percentages were 20%, 32%, and 36%, respectively.

Among those who did name a program, 58% mentioned at least one children's show, 34% cited public affairs and 27% named a dramatic or musical ("cultural") production.

Overall, adult programs were mentioned by almost as many people as named children's programs. The strong showing of adult programs occurred despite the wide currency of the names of several WGBH-TV offerings for children. And even though more than half of the respondents who named a program named more than one, only 15% named both a children's and an adult's show. This implied divergence between the adult-viewer households and child-viewer households is explored later.

In regard to the naming of WGBH programs, about 37% of the respondents named one, 25% named two, and 38% named three or more.

A third of the adults reported that they tuned in to WGBH-TV once a week, and a fifth said that they and other adults in the house are "regular viewing fans." Reported viewing among male and female adults during the past week was consonant with these figures. On these measures, the proportion of adults viewing public television in Boston is considerably greater than in Washington, D.C., New York, and Dallas, where only 16-20% of adults watch once a week or more.

A larger proportion of children were "regular fans" (57%) than adults. Still more watched WGBH-TV in the last week

(79% of pre-schoolers, 64% of those in elementary grades). Among teenagers, those living in urban Suffolk county were more likely to have watched channel 2 in the last week than those in the other counties (43% compared to 30%). Boston children and teenagers were ahead of those in the other cities studied on all measures of public television viewing.

When respondents were asked to recall a program watched during the past year, an additional 20% were able to cite the name of a program. The fairly wide range of programs noted clustered in the children's and public affairs areas.

Half of the respondents could name a program watched last week and more than half said they had watched last year's auction, but only 22% had donated money. Financial contributions vary from county to county. Norfolk and Middlesex counties were the most generous, followed by Suffolk and Essex. Those who live in Worcester, Bristol, and Plymouth were the least likely to have given. As for the perceived sources of financial support for WGBH-TV, about 40% of the respondents said individuals were the primary source, almost that many "didn't know," and the remaining 20% gave a variety of responses.

As a prelude to possible further research on WGBH-FM (radio) and WGBX-TV (channel 44), questions on FM and UHF receivers were included in the questionnaire. Eight households out of ten had an FM radio, and nine out of ten had UHF capability. Of those who had UHF, 41% reported that someone in their house watched channel 44. The latter figure did not vary widely by county. The substantial county variation in ownership of UHF antennas, combined with the consistency in channel 44 viewing, suggests that the use of antennas where needed makes WGBX-TV equally available in all of the counties.

## NON-VIEWERS

In this report, WGBH-TV viewing households are assumed to be those in which the respondent (1) stated that someone in the family watched WGBH-TV during the preceding week, and (2) could name at least one program seen. Those households in which no program was named can be thought of as being outside the WGBH-TV audience. In later sections, the viewers will be discussed in considerable detail, but first there will be a brief examination of the non-viewers.

Demographic Description

WGBH-TV viewers are contrasted with non-viewers along some demographic dimensions in Table 4 and Figure 5. The smaller the household, the less likely a respondent was to name a WGBH program. More than half of the households where a teenager was present were non-viewing, compared to only a third of the households with a child of elementary school age, and less than a fifth of those homes where there was a pre-schooler. Homes where the head of the house was over age 50 were least likely to have viewers; homes where the head of the house was 30-39 were most likely to contain viewers (67%). Overall, WGBH-TV seemed to be least viewed by the small household, where there were older adults and no young children.

Viewing was less likely in homes where the adults had less education. WGBH-TV was not viewed in about 60% of the homes where adults had not completed high school, but only 31-46% of homes where the adults had had at least some college were in the non-audience group.

The level of non-viewing was highest in households where the head was retired (64%), a student (59%), or unemployed (58%). Among the employed, the non-viewing level declined to 46%.

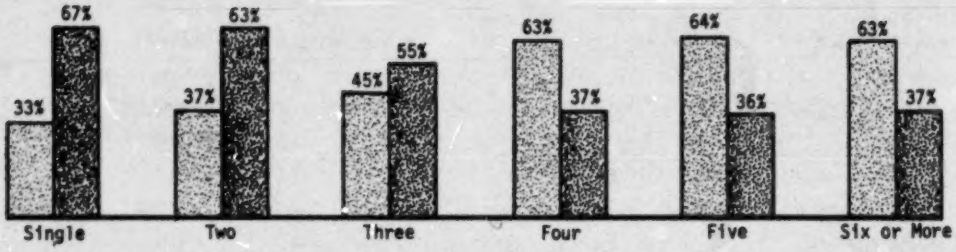
On another socio-economic measure, those with lower status occupations were least likely to head households where the public channel was watched. WGBH-TV was viewed in only 39% of the homes of unskilled workers, but in 61% of the homes of professionals.

Male respondents were less likely than females to be able to name at least one WGBH-TV program; 59% of the males did not name a program, compared to only 47% of the females.

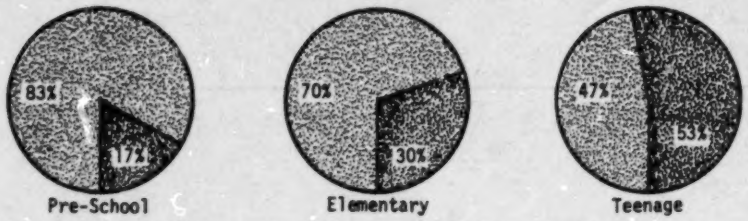
Bearing in mind the small subsample sizes, one can still say that the WGBH-TV audience varied substantially according to ethnic identification. The public channel was least popular among the Italians and the Portuguese. About 60% of these groups could not name a program, but only 49% of the whites and 38% of the blacks fell into the non-viewer category.

FIGURE 5

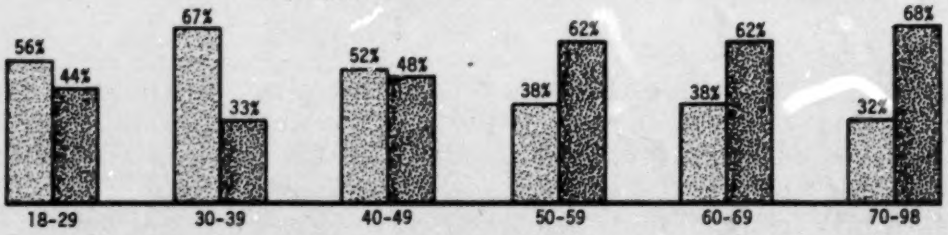
WGBH-TV'S SHARE OF DEMOGRAPHIC GROUPS



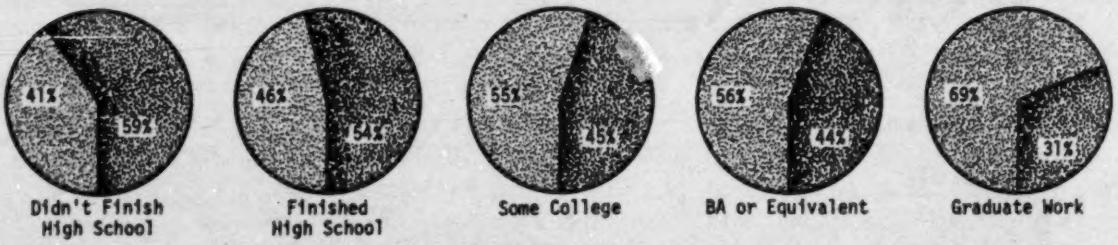

SIZE OF HOUSEHOLD




CHILDREN IN HOUSEHOLD (based on number of households with child in this age group)




AGE OF HOUSEHOLD HEAD



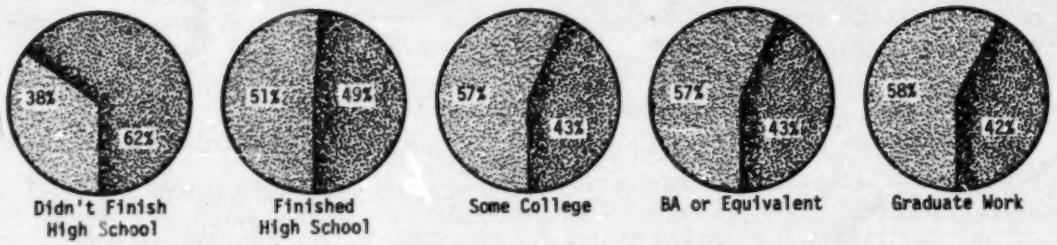

MALE ADULT EDUCATION

Viewer

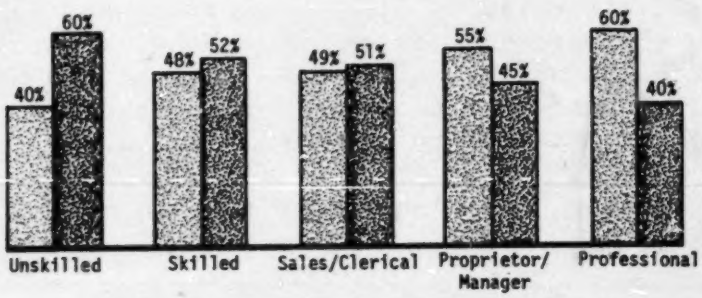
Non-Viewer

(cont.)

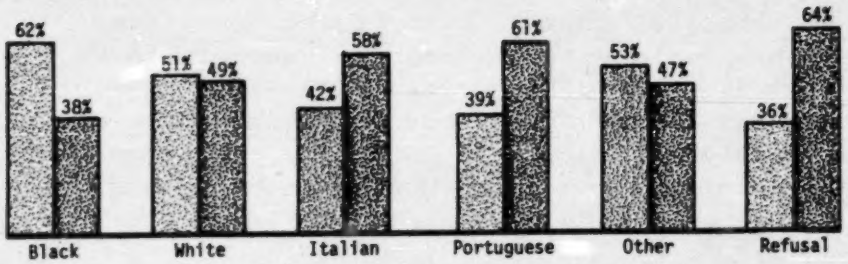
FIGURE 5 (cont.)




FEMALE ADULT EDUCATION




OCCUPATION OF HOUSEHOLD HEAD




ETHNIC IDENTIFICATION

Viewer
Non-Viewer

General Television Behavior

Looking at general television access and use (Table 5 and Figure 6), there was only a slight suggestion that WGBH-TV viewing was less likely in the home with only one television set. Nor did there appear to be any difference between viewers and non-viewers in regard to the number of hours a TV set was on during the day.

Day-time television viewing was not strongly related to WGBH-TV viewing among teenagers and adults. However, only 34% of pre-school children in non-WGBH-TV households watched day-time television, compared to 84% of their age group in the WGBH-TV-viewing households. The same relationship, though less strong (35% to 52%), held for children of elementary school age. Since most of children's programming is on during the day, this suggests that many children who do not watch WGBH-TV might not be watching television at all in the afternoon. Moreover, the strong difference between preschool and elementary day-time viewing disappeared in the non-WGBH household. Among Boston children, the age appeal of day-time television may be reflective of the age appeal of WGBH-TV children's programming.

The source of information about television schedules varied very little between viewers and non-viewers. Both relied mainly on TV Guide and the Sunday supplement, but non-viewers were more inclined than viewers to view from habit or flip through the channels. Mention of Prime Time, the WGBH programming guide, was negligible in both groups.

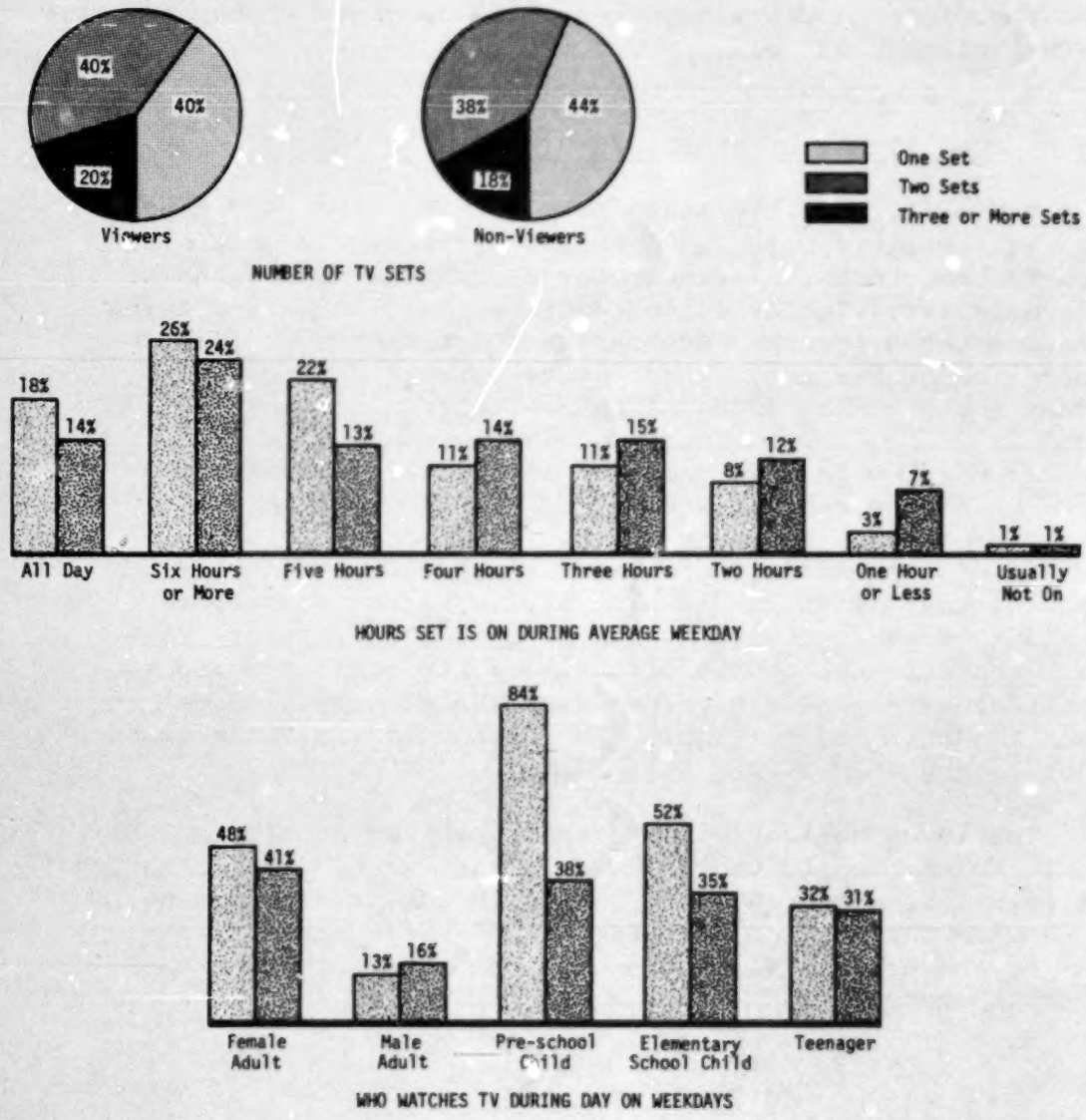
Public Television Behavior

Additional information on behavior and attitudes in regard to public television is given in Table 6. Almost half of the viewers, but only a third of the non-viewers, considered the primary source of financial support to be individual viewers. Half of the non-viewers said they did not know the source of financing, but only one-fourth of the viewers indicated this lack of knowledge. Sixteen percent of non-viewers said they had contributed money to WGBH, and only 31% of viewers made this claim.

Half of the non-viewers and two-thirds of the viewers said that they had watched the auction occasionally or daily last year.

FIGURE 6

WGBH VIEWERS AND NON-VIEWERS CONTRASTED ON MEDIA AVAILABILITY AND USE



Non-viewers were less likely than viewers to have watched WGBH-TV's UHF affiliate, WGBX-TV, channel 44, even though members of both groups were almost equally likely to own a UHF set.

Ownership of an FM radio (at home, in the car, or both) was more widespread among the WGBH-TV viewers. The latter therefore have a somewhat greater opportunity to be WGBH-FM listeners as well.

## CONSISTENCY OF RESPONSES BY WGBH-TV VIEWERS

The ability of the respondent to name a WGBH-TV program he saw last week is being used as the criterion to determine whether a household is a viewing or a non-viewing household. Respondents were also asked to describe their WGBH-TV viewing habits and those of other members of their families. Table 7 explores the consistency of responses between naming WGBH programs and other measures of public television viewing.

In the top half of Table 7, 12-14% of the adults who claimed weekly or regular viewing of WGBH-TV were unable to name any program at all, and another 17-21% could give only the title of a children's program. Thus, roughly a third of the adults would seem to claim more viewing for themselves than they can substantiate by naming an adult program. This pattern confirms the choice of the more stringent measure as the criterion for the viewer/non-viewer dichotomy. (Some further thoughts on this topic are noted below in the section on "Adults and WGBH-TV.")

The lower half of Table 7 shows program recall in homes in which a child viewed WGBH-TV last week. The situation looks much more encouraging in regard to children's viewing, but the wide currency of such names as "Sesame Street" and "Zoom" may have inflated the ability of viewers to name a children's program.

## CHILDREN AND WGBH-TV

The presence or absence of children, especially small children, was a large factor in the use of the television set and in the ability of respondents to name a WGBH-TV program.

It is useful to investigate separately the behavior of children and of adults in order to understand public television viewing.

Table 7 shows that there was a strong correlation between naming a children's program and the reported frequency of children's viewing of WGBH-TV, so that any one of these measures is a suitable index of the young audience. (See Tables 14-16 for data on naming children's programs.) Respondents were asked to choose the statement best describing their pre-school and/or elementary school children: never watch WGBH-TV; watch WGBH-TV now and then; watch WGBH-TV one to three times a week; regular viewing fans of WGBH-TV. Such assessments are not very accurate, but collapsing the first two categories into "infrequent" and the last two into "frequent" viewers should provide a reasonably viable dichotomy.

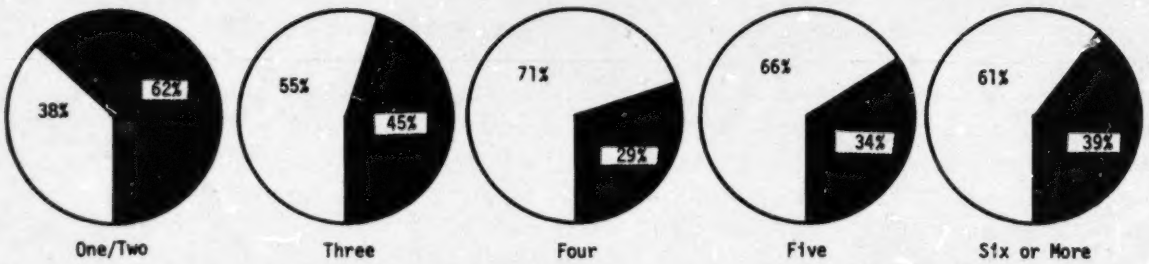
Cross-tabulations with background variables are reported in Table 8 and Figure 7. The likelihood of WGBH-TV viewing by young children increased markedly with family size. The peak was among four-member families. Children's viewing was least likely in households of two and three persons, where only one parent was present, or where there were no siblings. The presence of a teenager also decreased the likelihood of viewing. Seven out of ten young children who had parents aged 18-39 were reported to be fairly devoted fans, but the proportion fell off sharply in households headed by a person age 40 or older. In sum, the data suggest that young children were most likely to watch WGBH-TV when they lived in a family situation with fairly young parents, at least one sibling close in age, and no teenage brothers or sisters.

While overall household viewing tended to increase with adult education, the viewing by children seemed to peak (68-70%) when the parents had some college education; involvement with WGBH-TV declined to about 60% if the mother had graduate education. Household viewing also correlated positively with employment status, but the children's audience of WGBH-TV showed no consistent relationship with occupation.

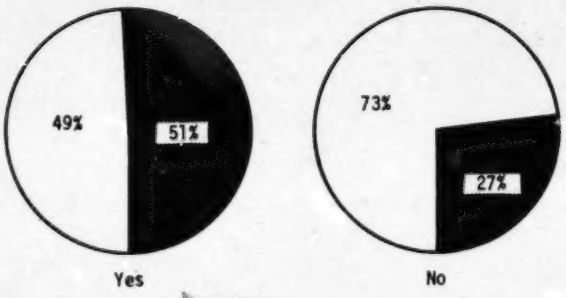
Women were somewhat more likely than men to report that their children were regular watchers of public television. The difference was not significant and was probably due to the mother's greater contact with children during the daytime.

FIGURE 7

YOUNG WGBH VIEWERS BY DEMOGRAPHIC GROUPS *




SIZE OF HOUSEHOLD




TEENAGER IN HOUSEHOLD

AGE OF HOUSEHOLD HEAD

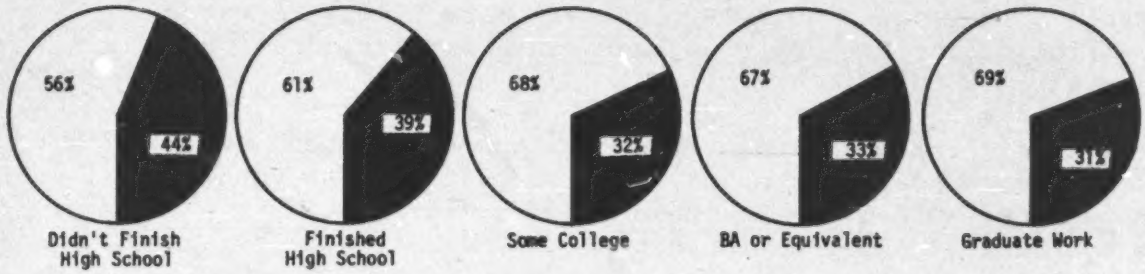
Reported As Frequent Viewers Of WGBH

Reported As Infrequent Viewers Of WGBH

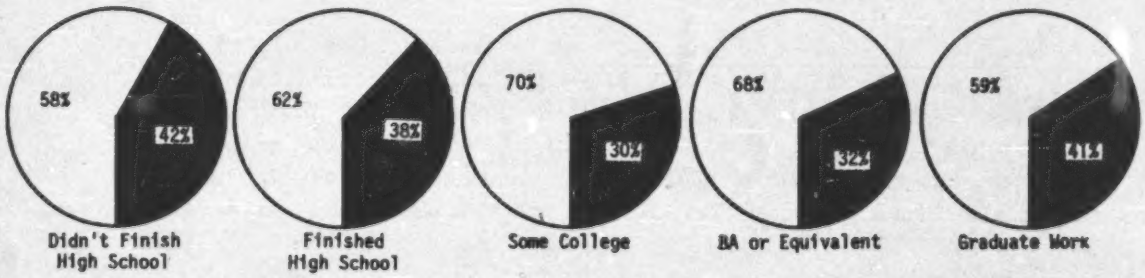
(cont.)

* percentages based on the number of households with a child in this age group

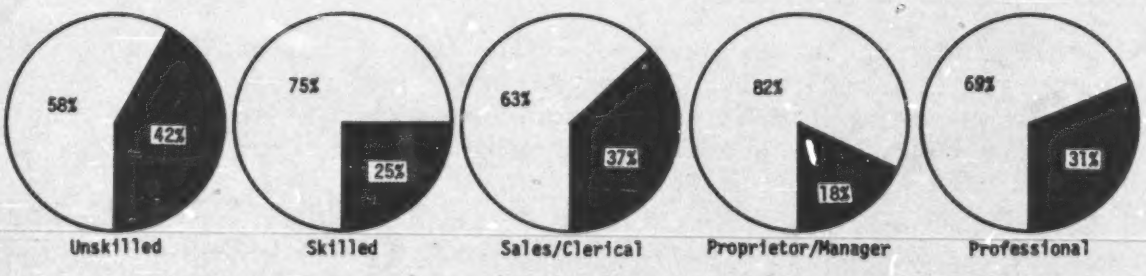
FIGURE 7 (cont.)




EDUCATION OF MALE ADULT




EDUCATION OF FEMALE ADULT




OCCUPATION OF RESPONDENT

Frequent

Infrequent

Avid young viewers of WGBH-TV were most often reported among those who described their ethnic identity as black (72%) or "other" (80%). For whites, Italians, and Portuguese, the rates were 59-64%.

General television behavior of the two groups is reported in Table 9. Here again, we see the pattern suggested in Table 5 that young WGBH-TV fans were more likely to watch television during the day-time hours than were children who seldom watch WGBH-TV.

As might therefore be expected, the television was operating more hours of the day in those homes where youngsters watched WGBH-TV. The junior audience did not seem to fluctuate in relationship to the number of television sets in the house.

## ADULTS AND WGBH-TV

As we saw in Table 7, 36% of adults who classified themselves as "regular fans" of WGBH-TV did not volunteer the name of a single adult program when asked what programs had been watched in their house during the last week. While some respondents may have exaggerated their devotion to WGBH-TV, it is possible that others could have named an adult program but chose to mention only children's programs. Since the four adult viewing variables were so different, we will begin by using all of them.

### Relationship to Child Viewing

The great popularity of some public television children's programs, particularly "Sesame Street," has raised the question of whether children's viewing patterns could influence adult viewing patterns. Are the parents of a "Zoom" fan more likely than other parents to watch WGBH-TV?

Table 10 uses child-related indicators as the independent variables to illustrate correlation or lack of it, not to imply causation. Reported adult WGBH-TV viewing had a fairly consistent and often quite strong relationship with children's reported viewing of WGBH-TV: the more the children watched, the more the adults watched (or vice versa). If there was a

teenager who watched WGBH-TV, his viewing was associated with more adult viewing and the parents were also more likely to name adult programs.

Some other child-adult relationships are intriguing. The presence or absence of children in the house had no clear correlation with reported adult viewing of WGBH-TV, but did have a dramatic link with whether the respondent named an adult program or not. Mentions of adult shows were far more likely if the home was without a child (93%), with only one or two members of the family (92-96%), and where the head of the household was under 30 (53%), over 40 (59% and higher), and especially over 50 (80-95%). Looking only at households containing children, an even sharper distinction is seen between naming an adult program and reported viewing. Already low in households with children (32%), the naming of adult programs dropped even further if the children were regular WGBH-TV fans (24-29%).

One possible but unlikely explanation of these findings is that parents of small children were less able to name an adult show and more apt to fib about their own viewing. Or it may be that the only viewing of WGBH-TV on the part of some adults is viewing of the children's shows in the company of their children. A third explanation might be that the respondents with children (especially if those children were WGBH-TV fans) tended to name only children's shows, but would have been capable of naming adult programs as well. Adult self-reports of viewing suggest that they should have been more able to name programs directed toward adults. Future surveys can explore this point and possibly generate clearer data on salient programs by asking respondents to list both adult and children's programs seen in the last week. Data should also be collected on the age-audience for each program.

Relationship to Socio-Economic Factors

Turning to socio-economic indicators (Table 11), all four measures of adult viewing echo what is already well known: those adults who are well educated and are employed in high status/income occupations are most likely to view public television. The relationship was strongest at the transition between high school graduates and those with some college experience, and again at the transition between college

degree and some graduate study. Similarly, WGBH viewing increased steadily with increments in occupational status/income. In marked contrast, children's viewing of WGBH-TV was unrelated to occupation and was positively related to parental education only up to the level of "some college."

Though the strengths of the relationships varied and were not altogether consistent, there was a general tendency for those identifying themselves as whites and blacks to lead in reported viewing of WGBH-TV and ability to name an adult program.

Male respondents were more likely (68%) than women (54%) to name an adult program on WGBH-TV. Both males and females showed some tendency to think that they had watched WGBH-TV "last week," but that their spouse had not. This perception evened out when either sex reported on general adult viewing in the home.

Relationship to General Television Use

Since the ability to name an adult program diverged so sharply from other measures of adult viewing and since there would seem to be a logical reason to doubt the completeness of the response to naming adult programs, this section and the next will use the measures on male and female viewing of WGBH-TV last week as the independent variable. (An approximation of the "named adult program" relationships can be found in Tables 14 through 16.)

General television use by adult viewers of WGBH-TV is explored in Table 12. The presence of an adult WGBH-TV viewer, whether male or female, seemed to have little or no relationship with general television behavior except that WGBH-TV fans were more likely than others to watch documentaries or discussions of current affairs. There was also a slight tendency for the Sunday supplement of the newspaper to be more popular with viewers than with non-viewers, but the TV Guide still retained its primacy even among the adults who watch WGBH-TV frequently.

Relationship to Public Television Use

Other behavior related to public television, examined in Table 13, also seemed undifferentiated by the sex of the adult viewer. Those who watched WGBH-TV were more likely

to support the station in its other activities as well. As we have seen before, exposure to WGBH-TV correlated with the decreased proportion of "don't know" responses about the primary source of WGBH-TV's financial support. Those who did watch WGBH-TV were slightly more likely to own a UHF set, substantially more likely to watch WGBX-TV. Their greater incidence of FM radio ownership also increased their opportunity to listen to WGBH-FM.

## VIEWING OF PUBLIC AFFAIRS, CULTURAL PROGRAMS

Adult viewing behavior can be further explored by contrasting two groups of viewers: those who named public affairs programs and those who named dramatic or musical ("cultural") programs. Of the 1033 respondents who named either of these two program types, only 232 (22%) named both. While the type and number of programs named may have been an artifact of the interview schedule, the small overlap between these two groups suggests that their other contrasts, if any, should be further explored.

The tables for this section (Tables 14-16) have been set up to provide a summary of the entire report. In addition to the public affairs and cultural (adult)* groups, those who named children's programs and those who could not name any program at all have been included. These tables will be useful for those who desire a quick overview, but the discussion that follows will be limited to the two adult categories of response.

In terms of personal characteristics detailed here, public affairs and cultural programs seemed to find their audience among roughly the same types of people. Both were most popular in the childless household, least popular in the

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*Those who named both genres are included in both groups, so the groups are not mutually exclusive. Further, not all adult program mentions are represented. Those who named only other types of adult programs (147 who named "The French Chef," "Making Things Grow," "House of Yoga," etc.) are not included.

house with small children. If there were only one or two people living in the home, or if the head of the household was beyond child-rearing age, both public affairs and cultural programs were named more often. The popularity of both tended to increase with educational level and occupational status. Men were more likely than women to name either genre. Those who thought of themselves as undifferentiated whites or as blacks were most likely to list public affairs and cultural programs, although the Italians ran a close third on public affairs mentions.

The general television behavior of the two audiences was also quite similar. Table 15 shows only a very small tendency for public affairs viewers to have the television on for more hours a day than cultural program viewers; on all other measures, there is remarkable similarity.

Table 16 reports a similar convergence in behavior related to public television. Those who named a public affairs program were somewhat more likely to have a child who was a regular fan of WGBH-TV, and this group was also more likely to own an FM radio and to watch WGBH-TV, but less likely to have contributed money to WGBH-TV. These differences, however, were far from significant.

What is noteworthy about these three tables is the consonance between viewers of public affairs programs and viewers of the dramatic and musical programs. Despite the fact that only 22% of the group named a selection from both genres, it seems that both public affairs and cultural programming appeal to the same type of viewer. It may be that the audience is actually the same, that those who named one type of program were quite able to name the other type as well. This can be checked in later surveys by requesting an example from each genre. If the audiences do prove to be separate, further attention can be given to discovering distinguishing characteristics.

# APPENDIX I

## Tables

Table 1

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

| Size of Household | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total* (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Single person | 6.2% | 9.3% | 8.8% | 10.7% | 10.5% | 19.4% | 11.2% | 11.3% | (464) |
| Two persons | 24.1 | 19.6 | 27.3 | 25.6 | 26.3 | 33.6 | 26.5 | 26.4 | (108 |
| Three persons | 24.7 | 17.0 | 20.2 | 18.6 | 16.7 | 16.4 | 16.0 | 18.4 | (758) |
| Four persons | 19.8 | 20.6 | 18.5 | 18.6 | 20.5 | 14.2 | 19.1 | 18.5 | (764) |
| Five persons | 10.5 | 16.0 | 13.8 | 13.5 | 13.6 | 6.5 | 14.0 | 12.7 | (523) |
| Six or more | 14.8 | 17.5 | 11.4 | 13.0 | 12.5 | 9.9 | 13.3 | 12.7 | (522) |
| **Children in Household **** | | | | | | | | | |
| Pre-school child | 29.3% | 31.3% | 24.2% | 23.2% | 21.2% | 13.7% | 22.9% | 22.8% | (949) |
| Elementary child | 31.7 | 37.9 | 32.3 | 29.5 | 28.2 | 17.2 | 28.0 | 28.4 | (118) |
| Teenager | 36.0 | 28.7 | 28.8 | 28.8 | 30.1 | 18.5 | 27.8 | 28.2 | (117) |
| **Age of Head of Household** | | | | | | | | | |
| 18-29 | 23.4% | 17.3% | 17.0% | 21.9% | 16.9% | 37.6% | 19.6% | 22.0% | (843) |
| 30-39 | 28.6 | 29.2 | 22.9 | 21.0 | 20.0 | 20.0 | 20.2 | 22.1 | (850) |
| 40-49 | 16.9 | 21.6 | 18.6 | 23.5 | 22.7 | 15.2 | 18.9 | 20.2 | (776) |
| 50-59 | 13.6 | 14.6 | 20.0 | 15.9 | 18.4 | 11.0 | 20.7 | 16.6 | (638) |
| 60-69 | 13.0 | 8.1 | 14.4 | 11.3 | 12.9 | 11.4 | 10.7 | 11.9 | (458) |
| 70-98 | 4.5 | 9.2 | 7.1 | 6.3 | 9.1 | 4.8 | 9.9 | 7.1 | (273) |

*Based on weighted sample. Included in the total figures are 141 respondents for whom county of residence is unknown.

**Categories are not mutually exclusive.





(More)

Table 1
(Continued)

| | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| **Educational Level of Male Adult** | | | | | | | | | |
| Did not finish high school | 23.6% | 14.7% | 16.5% | 12.6% | 8.7% | 7.5% | 19.4% | 13.9% | (475) |
| Finished high school | 36.4 | 38.0 | 36.4 | 31.0 | 35.5 | 28.2 | 36.2 | 33.5 | (1140) |
| Some college | 21.4 | 22.1 | 17.1 | 18.5 | 20.7 | 26.4 | 17.1 | 20.1 | (684) |
| BA or equivalent | 12.1 | 17.2 | 18.7 | 20.4 | 20.8 | 21.3 | 16.5 | 18.9 | (645) |
| Graduate work | 6.4 | 8.0 | 11.3 | 17.6 | 14.3 | 16.7 | 10.7 | 13.6 | (462) |
| **Educational Level of Female Adult** | | | | | | | | | |
| Did not finish high school | 20.1% | 14.0% | 13.5% | 11.7% | 8.1% | 10.3% | 19.6% | 13.3% | (491) |
| Finished high school | 50.0 | 51.7 | 46.5 | 42.1 | 45.0 | 29.1 | 44.7 | 43.2 | (1590) |
| Some college | 19.5 | 20.2 | 21.9 | 22.5 | 24.7 | 27.4 | 16.5 | 22.0 | (812) |
| BA or equivalent | 7.1 | 9.6 | 14.1 | 15.7 | 15.4 | 18.9 | 14.2 | 14.6 | (539) |
| Graduate work | 3.2 | 4.5 | 4.0 | 8.1 | 6.7 | 14.3 | 4.9 | 6.8 | (252) |
| **Occupation of Head of Household** | | | | | | | | | |
| Professional | 18.9% | 22.3% | 22.5% | 24.9% | 24.4% | 23.0% | 16.4% | 22.5% | (850) |
| Proprietor/ manager | 15.5 | 14.3 | 16.5 | 17.9 | 19.4 | 17.2 | 18.0 | 17.6 | (666) |
| Sales /clerical | 14.2 | 19.4 | 17.3 | 18.0 | 20.8 | 16.3 | 14.3 | 17.1 | (647) |
| Skilled | 41.9 | 32.0 | 31.5 | 25.1 | 23.6 | 18.7 | 37.2 | 28.3 | (1070) |
| Unskilled | 5.4 | 8.6 | 9.4 | 7.5 | 6.8 | 8.6 | 9.6 | 8.0 | (304) |
| Housewife | 2.0 | 2.3 | 2.0 | 1.9 | 2.6 | 2.4 | 2.1 | 2.2 | (81) |
| Student | 2.0 | 1.1 | 0.8 | 4.7 | 2.4 | 13.9 | 2.3 | 4.3 | (164) |

(More)

Table 1
(Concluded)

| Employment Status of Head of Household | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Employed | 82.5% | 79.3% | 81.2% | 77.8% | 80.0% | 72.5% | 79.3% | 78.7% | (3176) |
| Retired | 9.4 | 13.3 | 13.1 | 12.0 | 14.2 | 8.1 | 13.3 | 11.9 | (481) |
| Student | 1.9 | 1.1 | 0.8 | 4.4 | 2.2 | 13.1 | 2.1 | 4.1 | (164) |
| Unemployed | 6.3 | 6.4 | 4.9 | 5.7 | 3.6 | 6.3 | 5.2 | 5.4 | (217) |
| **Sex of Respondent** | | | | | | | | | |
| Male | 27.6% | 20.3% | 25.7% | 29.6% | 27.2% | 42.9% | 28.3% | 29.5% | (1218) |
| Female | 72.4 | 79.7 | 74.3 | 70.4 | 72.8 | 57.1 | 71.7 | 70.5 | (2904) |
| **Ethnic Identification of Respondent** | | | | | | | | | |
| White | 89.9% | 94.7% | 90.5% | 89.1% | 92.3% | 86.4% | 91.5% | 90.2% | (3529) |
| Portuguese | 5.7 | 1.1 | 0.8 | 1.8 | 0.2 | 0.9 | 1.2 | 1.5 | (58) |
| Italian | 1.9 | 1.1 | 6.7 | 6.0 | 4.5 | 6.6 | 4.7 | 5.1 | (201) |
| Black | 0.6 | 2.1 | 1.0 | 1.4 | 1.4 | 5.2 | 1.5 | 1.8 | (71) |
| Other | 1.9 | 1.1 | 1.0 | 1.7 | 1.7 | 0.9 | 1.0 | 1.4 | (55) |

Table 2

TELEVISION AVAILABILITY AND GENERAL VIEWING BEHAVIOR

| Number of TV Sets | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| One set | 45.1% | 37.4% | 37.0% | 39.0% | 37.6% | 51.1% | 46.2% | 41.8% | (1728) |
| Two sets | 38.4 | 45.1 | 42.8 | 39.8 | 39.1 | 36.1 | 38.5 | 39.4 | (1630) |
| Three or more | 16.5 | 17.4 | 20.2 | 21.2 | 23.3 | 12.9 | 15.4 | 18.8 | (779) |
| **TV Set is on During Average Weekday** | | | | | | | | | |
| "All Day" | 20.1% | 22.7% | 16.5% | 16.8% | 16.1% | 11.2% | 21.9% | 17.0% | (706) |
| Six hours or more | 25.0 | 30.9 | 29.0 | 26.7 | 26.2 | 21.5 | 27.7 | 26.3 | (1091) |
| Five hours | 12.2 | 12.9 | 11.5 | 13.3 | 13.5 | 11.2 | 12.0 | 12.4 | (514) |
| Four hours | 14.0 | 12.9 | 14.7 | 12.9 | 12.6 | 10.3 | 12.7 | 13.0 | (537) |
| Three hours | 14.0 | 11.9 | 13.0 | 13.0 | 14.2 | 17.6 | 9.7 | 13.3 | (553) |
| Two hours | 7.9 | 5.7 | 9.7 | 10.2 | 10.6 | 14.2 | 10.2 | 10.5 | (434) |
| One hour or less | 4.9 | 2.1 | 4.5 | 5.7 | 4.8 | 7.3 | 4.4 | 5.2 | (215) |
| Usually not on | 1.8 | 1.0 | 1.1 | 1.4 | 1.9 | 6.9 | 1.4 | 2.3 | (95) |
| **Who Watches TV During the Day On Weekdays** | | | | | | | | | |
| Female adult | 47.9% | 48.1% | 45.1% | 43.3% | 46.2% | 33.0% | 49.8% | 44.1% | (1791) |
| Male adult | 15.1 | 13.1 | 12.9 | 13.5 | 15.6 | 16.8 | 15.4 | 14.4 | (547) |
| Pre-school child* | 68.7 | 85.0 | 70.8 | 78.4 | 81.4 | 67.7 | 77.8 | 76.3 | (717) |
| Elementary school child* | 39.2 | 49.3 | 45.9 | 46.5 | 49.2 | 64.1 | 39.5 | 46.9 | (546) |
| Teenager* | 27.1 | 32.7 | 30.3 | 30.9 | 33.3 | 33.3 | 26.9 | 30.5 | (353) |

*Percentages based on families with children in this age group.

(More)

Table 2
(Concluded)

| Frequency of Documentary Viewing | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Two or more a week | 26.2% | 22.0% | 22.1% | 25.0% | 26.6% | 27.1% | 24.5% | 25.0% | (1023) |
| One a week | 23.8 | 29.3 | 25.9 | 27.3 | 26.1 | 24.5 | 24.2 | 25.6 | (1049) |
| One a month | 9.8 | 15.7 | 12.0 | 9.6 | 10.3 | 7.4 | 10.7 | 10.3 | (421) |
| Occasionally | 20.7 | 14.7 | 19.7 | 19.2 | 19.6 | 21.4 | 19.0 | 19.6 | (802) |
| Never | 19.5 | 18.3 | 20.3 | 19.0 | 17.5 | 19.7 | 21.6 | 19.5 | (798) |
| **Primary Source of TV Information** | | | | | | | | | |
| TV Guide | 61.0% | 49.0% | 44.2% | 35.4% | 37.3% | 38.7% | 48.3% | 42.6% | (1745) |
| Sunday supplement | 14.6 | 28.6 | 30.4 | 35.5 | 30.0 | 28.7 | 18.6 | 28.3 | (1161) |
| Boston Daily | 6.7 | 4.7 | 6.5 | 11.1 | 12.2 | 12.2 | 4.0 | 9.1 | (371) |
| Habit | 7.3 | 7.3 | 7.8 | 8.3 | 8.8 | 10.0 | 9.7 | 8.5 | (348) |
| Local paper | 5.5 | 4.2 | 5.6 | 3.1 | 5.8 | 3.0 | 12.5 | 5.3 | (216) |
| Turn the dials | 3.7 | 2.6 | 4.5 | 4.6 | 4.2 | 4.8 | 5.7 | 4.5 | (183) |
| Someone else selects | 1.2 | 2.1 | 0.7 | 0.9 | 0.9 | 0.9 | 0.7 | 0.9 | (38) |
| | -- | 1.0 | 0.2 | 0.3 | 0.1 | 0.4 | 0.2 | 0.3 | (12) |
| Other | -- | 0.5 | -- | 0.8 | 0.6 | 1.3 | 0.2 | 0.6 | (23) |

Table 3

PUBLIC MEDIA AVAILABILITY AND USE

| Able to Recall Title of WGBH Program Viewed in Household During Last Week | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 42.1% | 55.9% | 49.7% | 53.2% | 49.5% | 44.2% | 47.3% | 49.7 | (2066) |
| No | 57.9 | 44.1 | 50.3 | 46.8 | 50.5 | 55.8 | 52.7 | 50.3 | (2092) |
| Types of Programs Named * ** | | | | | | | | | |
| Children's | 71.1% | 70.6% | 61.4% | 60.3% | 55.7% | 39.9% | 53.2% | 57.7% | (1192) |
| Public affairs | 21.7 | 28.3 | 27.8 | 34.8 | 39.5 | 46.5 | 32.1 | 34.4 | (711) |
| Music/drama | 24.5 | 22.9 | 25.7 | 28.7 | 21.3 | 31.0 | 16.5 | 27.1 | (559) |
| Other | 7.2 | 3.9 | 10.1 | 5.6 | 6.3 | 10.8 | 8.1 | 7.2 | (148) |
| Able to Name An:* ** | | | | | | | | | |
| Adult program | 46.4% | 45.0% | 53.2% | 58.0% | 59.3% | 72.8% | 54.7% | 57.3% | (1184) |
| Only adult program | 28.9 | 29.4 | 38.6 | 39.7 | 44.2 | 60.1 | 46.7 | 42.3 | (874) |
| Children's program | 71.1 | 70.6 | 61.4 | 60.3 | 55.7 | 39.9 | 53.2 | 57.7 | (1192) |
| Only children's program | 53.6 | 55.0 | 46.8 | 42.0 | 40.7 | 27.2 | 45.9 | 42.7 | (882) |
| Both adult and childrens | 17.4 | 15.6 | 14.5 | 18.4 | 15.0 | 12.6 | 7.3 | 15.0 | (310) |
| Number of WGBH Programs Named* | | | | | | | | | |
| One | 33.6% | 32.9% | 35.1% | 33.3% | 36.0% | 41.9% | 46.7% | 36.7% | (759) |
| Two | 30.3 | 25.0 | 28.4 | 25.3 | 26.8 | 25.2 | 19.9 | 25.4 | (526) |
| Three or more | 36.2 | 42.1 | 36.5 | 41.3 | 37.1 | 32.9 | 33.3 | 37.8 | (781) |

*Percentages based on number of households able to name at least one program.
**Categories not mutually exclusive.

(More)

Table 3
(Continued)

| Who Watched WGBH During Past Week | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Female adult | 27.7% | 35.0% | 29.9% | 38.9% | 38.0% | 37.8% | 34.7% | 35.7% | (1387) |
| Male adult | 18.5 | 25.7 | 25.7 | 31.2 | 28.5 | 30.5 | 22.0 | 27.5 | (1018) |
| Preschool child*** | 65.2 | 85.0 | 78.1 | 83.9 | 81.7 | 70.0 | 79.8 | 78.8 | (730) |
| Elementary school child*** | 56.9 | 71.8 | 58.7 | 68.6 | 64.7 | 64.9 | 53.8 | 63.6 | (721) |
| Teenager*** | 20.0 | 32.0 | 33.1 | 28.7 | 28.4 | 42.9 | 28.9 | 30.3 | (329) |
| **Reported frequency of WGBH Viewing** | | | | | | | | | |
| **Adults** | | | | | | | | | |
| Regular viewing fan | 14.1% | 16.0% | 15.8% | 20.1% | 20.6% | 25.0% | 17.6% | 19.1% | (786) |
| View once a week | 11.7 | 10.3 | 14.4 | 15.4 | 13.2 | 14.9 | 12.7 | 13.9 | (569) |
| View now and then | 50.3 | 51.5 | 49.2 | 47.6 | 50.7 | 42.5 | 47.4 | 48.1 | (1973) |
| Never watch | 23.9 | 22.2 | 20.6 | 16.9 | 15.5 | 17.5 | 22.3 | 18.9 | (776) |
| **Preschool and Elementary children***** | | | | | | | | | |
| Regular viewing fan | 43.6% | 67.0% | 58.3% | 60.8% | 58.8% | 50.9% | 53.0% | 57.2% | (928) |
| View once a week | 12.8 | 6.0 | 2.2 | 5.9 | 5.1 | 9.4 | 7.7 | 6.6 | (107) |
| View now and then | 28.2 | 17.0 | 28.5 | 23.7 | 21.0 | 26.4 | 23.2 | 23.8 | (386) |
| Never watch | 15.4 | 10.0 | 11.0 | 9.6 | 15.2 | 13.2 | 16.1 | 12.4 | (201) |

***Percentages based on number of families with children in this age group.



(More)

Table 3
(Continued)

| Able to Name WGBH Program Seen in Last Year | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 59.8% | 74.9% | 68.8% | 73.2% | 70.9% | 70.0% | 63.5% | 69.6% | (2894) |
| No | 40.2 | 25.1 | 31.2 | 26.8 | 29.1 | 30.0 | 36.5 | 30.4 | (1264) |
| **Type of Program Named as Seen in Last Year** | | | | | | | | | |
| Children's | 31.1% | 32.8% | 28.5% | 28.1% | 24.2% | 15.0% | 24.5% | 25.9% | (1078) |
| Public affairs | 11.6 | 15.9 | 12.6 | 17.7 | 20.0 | 23.6 | 15.5 | 17.2 | (714) |
| Masterpiece Theater | 3.7 | 7.7 | 7.6 | 10.4 | 9.9 | 11.2 | 4.4 | 8.4 | (348) |
| Cultural | 3.0 | 6.7 | 4.6 | 6.2 | 6.9 | 9.9 | 6.2 | 6.4 | (267) |
| Instruction | 4.3 | 6.7 | 7.8 | 5.6 | 5.1 | 4.3 | 6.2 | 5.7 | (236) |
| Pops Concerts | 3.7 | 4.1 | 5.2 | 3.1 | 3.5 | 3.9 | 5.5 | 4.1 | (170) |
| Sports | 2.4 | 1.0 | 2.6 | 2.2 | 1.3 | 2.1 | 1.2 | 2.0 | (81) |
| No | 40.2 | 25.1 | 31.2 | 26.8 | 29.1 | 30.0 | 36.5 | 30.4 | (1264) |
| **Watched last year's WGBH Auction** | | | | | | | | | |
| Daily | 9.2% | 21.6% | 16.6% | 17.6% | 18.7% | 17.0% | 12.8% | 16.4% | (668) |
| Occasionally | 31.9 | 44.7 | 40.5 | 46.3 | 45.3 | 35.7 | 37.8 | 41.4 | (1692) |
| No | 58.9 | 33.7 | 42.9 | 36.1 | 36.0 | 47.4 | 49.4 | 42.2 | (1724) |
| **Respondent contributed Money to WGBH** | | | | | | | | | |
| Yes | 14.3% | 19.6% | 22.4% | 25.9% | 27.5% | 23.1% | 12.3% | 22.1% | (897) |
| No | 85.7 | 80.4 | 77.6 | 74.1 | 72.5 | 76.9 | 87.7 | 77.9 | (3165) |



(More)

Table 3
(Concluded)

| Perceived Primary Source of Financial Support of WGBH | Bristol (N=360) | Plymouth (N=272) | Essex (N=595) | Middlesex (N=1108) | Norfolk (N=549) | Suffolk (N=582) | Worcester (N=519) | Total (N=4157) | (N) |
|---|---|---|---|---|---|---|---|---|---|
| Individuals | 42.9% | 40.2% | 44.0% | 40.5% | 41.9% | 41.5% | 37.6% | 41.1% | (1676) |
| Foundations | 4.3 | 7.2 | 4.6 | 7.6 | 8.1 | 5.7 | 5.0 | 6.3 | (259) |
| Federal government | 1.9 | 2.1 | 2.8 | 6.5 | 3.1 | 8.3 | 4.3 | 4.8 | (196) |
| Businesses | 3.7 | 3.1 | 4.9 | 6.1 | 4.6 | 2.2 | 3.6 | 4.5 | (183) |
| Auction | 3.7 | 5.2 | 2.3 | 4.1 | 4.7 | 1.7 | 2.4 | 3.4 | (140) |
| Schools | -- | 0.5 | 0.4 | 0.4 | 0.3 | 0.4 | 0.5 | 0.4 | (15) |
| Other | -- | 1.0 | 0.8 | 1.3 | 1.2 | 1.7 | 2.4 | 1.3 | (51) |
| Don't know | 43.5 | 40.7 | 40.2 | 33.5 | 36.0 | 38.4 | 44.1 | 38.2 | (1557) |
| Respondent has FM Radio | | | | | | | | | |
| Yes | 82.0% | 80.9% | 83.9% | 82.0% | 81.0% | 82.5% | 77.9% | 81.6% | (3340) |
| No | 18.0 | 19.1 | 16.1 | 18.0 | 19.0 | 17.5 | 22.1 | 18.4 | (752) |
| UHF Capability | | | | | | | | | |
| No UHF | 11.0% | 7.7% | 8.7% | 9.0% | 9.7% | 15.6% | 12.8% | 10.7% | (440) |
| UHF & Antenna | 42.3 | 52.3 | 50.7 | 33.4 | 37.2 | 29.4 | 58.7 | 41.1 | (1696) |
| UHF - No Antenna | 46.6 | 40.0 | 40.6 | 57.6 | 53.0 | 55.0 | 28.4 | 48.2 | (1991) |
| UHF - Total | 88.9 | 92.3 | 91.3 | 91.0 | 90.2 | 84.4 | 87.1 | 90.0 | (3687) |
| UHF Owners Who View Channel 44 | | | | | | | | | |
| Yes | 37.0% | 39.1% | 36.6% | 43.8% | 42.2% | 41.0% | 38.7% | 40.7% | (1411) |
| No | 63.0 | 60.9 | 63.4 | 56.2 | 57.8 | 59.0 | 61.3 | 59.3 | (2052) |

Table 4

WGBH-TV'S SHARE OF DEMOGRAPHIC GROUPS

| | Size of Household | | | | | |
|---|---|---|---|---|---|---|
| | Single | Two | Three | Four | Five | Six or more |
| Viewers | 32.9% | 37.2% | 45.4% | 63.0% | 63.7% | 63.3% |
| Non Viewer | 67.1 | 62.8 | 54.5 | 37.0 | 36.3 | 36.7 |

| | Children in Household | | |
|---|---|---|---|
| | Preschool* | Elementary* | Teenager* |
| Viewers | 82.7% | 69.5% | 46.6% |
| Non Viewer | 17.3 | 30.5 | 53.4 |

| | Age of Household Head | | | | | |
|---|---|---|---|---|---|---|
| | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-89 |
| Viewers | 55.9% | 67.4% | 51.5% | 37.8% | 38.2% | 32.0% |
| Non Viewer | 44.1 | 32.6 | 48.5 | 62.2 | 61.8 | 68.0 |

| | Female Adult Education | | | | |
|---|---|---|---|---|---|
| | Didn't finish high school | Finished high school | Some college | B.A. or equivalent | Graduate work |
| Viewers | 38.2% | 51.2% | 57.1% | 56.8% | 58.2% |
| Non Viewer | 61.8 | 48.8 | 42.9 | 43.2 | 41.8 |

| | Male Adult Education | | | | |
|---|---|---|---|---|---|
| | Didn't finish high school | Finished high school | Some college | B.A. or equivalent | Graduate work |
| Viewers | 40.8% | 46.2% | 54.5% | 56.3% | 68.5% |
| Non Viewer | 59.2 | 53.8 | 45.5 | 43.6 | 31.4 |

| | Employment Status of Head of Household | | | |
|---|---|---|---|---|
| | Employed | Retired | Unemployed | Student |
| Viewers | 53.5% | 36.0% | 42.1% | 40.8% |
| Non Viewer | 46.5 | 64.0 | 57.8 | 59.1 |

*Percentages based on number of households with child in this age group.

(More)

Table 4
(Concluded)

| | Occupation of Household Head | | | | |
|---|---|---|---|---|---|
| | Unskilled | Skilled | Sales Clerical | Proprietor Manager | Professional |
| Viewers | 40.3% | 47.7% | 49.4% | 54.6% | 60.8% |
| Non Viewer | 59.7 | 52.3 | 50.6 | 45.3 | 39.2 |

| | Sex of Respondent | |
|---|---|---|
| | Male | Female |
| Viewers | 41.2% | 53.3% |
| Non Viewer | 58.8 | 46.7 |

| | Ethnic Identification of Respondent | | | | | |
|---|---|---|---|---|---|---|
| | Black | White | Italian | Portuguese | Other | Refusal |
| Viewers | 62.0% | 51.0% | 42.0% | 38.6% | 52.7% | 35.6% |
| Non Viewer | 38.0 | 49.0 | 58.0 | 61.4 | 47.3 | 64.3 |

Table 5

WGBH VIEWERS AND NON-VIEWERS CONTRASTED
ON MEDIA AVAILABILITY AND USE

| Number of TV Sets | WGBH Viewer | Non-Viewer |
|---|---|---|
| One set | 39.4% | 44.1% |
| Two sets | 40.5 | 38.3 |
| Three or more sets | 20.0 | 17.7 |
| **Hours TV Set is on During Average Weekday** | | |
| "All Day" | 17.9% | 14.2% |
| 6 hours or more | 26.3 | 23.6 |
| 5 hours | 22.1 | 13.3 |
| 4 hours | 10.6 | 14.2 |
| 3 hours | 11.1 | 14.4 |
| 2 hours | 8.1 | 12.1 |
| 1 hour or less | 2.9 | 7.2 |
| Usually not on | 0.9 | 0.8 |
| **Who Watches TV During the Day on Weekdays** | | |
| Female adult | 47.5% | 40.8% |
| Male adult | 12.9 | 15.9 |
| Pre-school child* | 84.0 | 38.3 |
| Elementary school child* | 52.1 | 35.1 |
| Teenager* | 31.8 | 30.5 |
| **Primary Television Information Source** | | |
| TV Guide | 44.1% | 41.2% |
| Sunday supplement | 30.2 | 26.3 |
| Boston Daily newspaper | 8.9 | 9.2 |
| Habit | 6.5 | 10.5 |
| Local newspaper | 5.2 | 5.3 |
| Channel changing | 2.9 | 6.1 |
| Other | 2.2 | 1.4 |

*Percentages based on number of households with child in this age group.

Table 6

WGBH VIEWERS AND NON-VIEWERS CONTRASTED
ON RESPONSES TO OTHER WGBH VARIABLES

| Perceived Primary Source of Financial Support of WGBH | WGBH Viewers | Non-Viewers |
|---|---|---|
| Individual viewers | 46.1% | 36.0% |
| Foundations | 9.0 | 3.6 |
| Federal government | 6.0 | 3.6 |
| Businesses | 6.2 | 2.8 |
| Auction | 3.2 | 3.6 |
| Schools | .6 | .1 |
| Other | 1.5 | 1.0 |
| Don't know | 27.3 | 49.2 |
| **Watched Last Year's WGBH Auction** | | |
| Daily | 20.8% | 11.7% |
| Occasionally | 45.9 | 36.8 |
| No | 33.2 | 51.4 |
| **Respondent Contributed Money to WGBH** | | |
| Yes | 30.8% | 16.0% |
| No | 69.2 | 84.0 |
| **UHF Receiver in Home** | | |
| Yes | 91.5% | 87.2% |
| No | 8.4 | 12.8 |
| **Does Anyone in Home Watch UHF, Channel 44*** | | |
| Doesn't watch UHF | 20.0% | 27.6% |
| Watches UHF, not 44 | 34.1 | 38.9 |
| Watches 44 | 45.9 | 33.6 |
| **Respondent has FM Radio** | | |
| Yes | 85.1% | 78.1% |
| No | 14.9 | 21.9 |

*Percentages based on households with UHF receiving television.

Table 7

CONSISTENCY OF WGBH VIEWING RESPONSES

| Programs Named | Female Adult Reported to Have Viewed WGBH-TV Last Week | |
|---|---|---|
| | Yes | No |
| Adult | 67.6% | 5.9% |
| Children's only | 20.9 | 22.6 |
| None | 11.5 | 71.5 |

| | Male Adult Reported to Have Viewed WGBH-TV Last Week | |
|---|---|---|
| | Yes | No |
| Adult | 69.6% | 10.5% |
| Children's only | 16.6 | 23.8 |
| None | 13.8 | 65.8 |

| | Reported Frequency of Adult WGBH-TV Viewing | | | |
|---|---|---|---|---|
| | Regular fans | 1-3 Times a week | Now and then | Never |
| Adult | 64.0% | 45.6% | 20.2% | 2.4% |
| Children's only | 20.6 | 20.8 | 21.9 | 21.8 |
| None | 15.3 | 33.6 | 57.9 | 75.8 |

| | Pre School Child Reported to Have Viewed WGBH-TV Last Week* | |
|---|---|---|
| | Yes | No |
| Children's | 96.3% | 14.4% |
| Adult only | 1.9 | 13.9 |
| None | 1.8 | 71.7 |

| | Elementary School Child Reported to Have Viewed WBGH-TV Last Week* | |
|---|---|---|
| | Yes | No |
| Children's | 87.9 | 19.5% |
| Adult only | 5.8 | 11.8 |
| None | 6.3 | 69.4 |

| | Reported Frequency of Younger Children WGBH-TV Viewing* | | | |
|---|---|---|---|---|
| | Regular fans | 1-3 Times a week | Now and then | Never |
| Children's | 93.6% | 44.0% | 37.2% | 4.9% |
| Adult only | 2.8 | 12.2 | 15.1 | 16.5 |
| None | 3.7 | 43.9 | 47.7 | 78.7 |

*Percentages based on number of households with a child in this age group.

Table 8

YOUNG WGBH VIEWERS BY DEMOGRAPHIC GROUPS

| Younger Children as WGBH Viewers* | Size of Household: One/Two | Three | Four | Five | Six or more |
|---|---|---|---|---|---|
| Frequent | 37.9% | 55.4% | 71.3% | 65.7% | 61.3% |
| Infrequent | 62.1 | 44.6 | 28.7 | 34.3 | 38.7 |

| | Teenager in Household: Yes | No |
|---|---|---|
| Frequent | 49.2% | 73.2% |
| Infrequent | 50.8 | 26.8 |

| | Age of Household Head: 18-29 | 30-39 | 40-49 | 50 or more |
|---|---|---|---|---|
| Frequent | 72.9% | 72.4% | 52.1% | 39.0% |
| Infrequent | 27.1 | 27.5 | 47.9 | 61.0 |

| | Education of Female Adult: Didn't finish high school | Finished high school | Some college | BA or equivalent | Graduate work |
|---|---|---|---|---|---|
| Frequent | 58.0% | 62.1% | 70.4% | 67.8% | 59.4% |
| Infrequent | 42.0 | 37.9 | 29.6 | 32.2 | 40.6 |

| | Education of Male Adult: Didn't finish high school | Finished high school | Some college | BA or equivalent | Graduate work |
|---|---|---|---|---|---|
| Frequent | 56.2% | 60.7% | 68.4% | 66.7% | 69.2% |
| Infrequent | 43.8 | 39.3 | 31.6 | 33.3 | 30.8 |

*Percentages based on number of households with a child in this age group.

(More)

Table 8
(Concluded)

| | Occupation of Household Head | | | | |
|---|---|---|---|---|---|
| | Unskilled | Skilled | Sales Clerical | Proprietor Manager | Professional |
| Frequent | 58.4% | 74.9% | 62.6% | 81.5% | 69.0% |
| Infrequent | 41.6 | 25.1 | 37.4 | 18.5 | 31.0 |

| | Sex of Respondent | |
|---|---|---|
| | Male | Female |
| Frequent | 58.9% | 65.2% |
| Infrequent | 41.1 | 34.8 |

| | Ethnic Identification of Respondent | | | | |
|---|---|---|---|---|---|
| | Black | White | Portuguese | Italian | Other |
| Frequent | 72.2% | 63.5% | 62.5% | 59.2% | 80.0% |
| Infrequent | 27.8 | 36.5 | 37.5 | 40.8 | 20.0 |

Table 9

YOUNG WGBH VIEWERS CONTRASTED
ON MEDIA AVAILABILITY AND USE

| Number of Hours TV Set is on During Average Weekday | Younger Children as WGBH-TV Viewers | |
|---|---|---|
| | Once a Week or More | Now and Then or Never |
| "All Day" | 28.1% | 22.9% |
| Six hours or more | 36.9% | 33.0% |
| Five hours | 12.0% | 12.3% |
| Four hours or less | 23.1% | 31.7% |
| **Who Watches TV During the Day on Weekdays** | | |
| Female adult | 49.2% | 50.0% |
| Male adult | 7.9% | 10.7% |
| Pre-school child* | 88.5 | 40.7 |
| Elementary school child* | 52.6 | 39.2 |
| Teenager* | 35.2 | 29.7 |
| **Number of TV Sets** | | |
| One | 34.6% | 32.7% |
| Two | 45.5% | 41.4% |
| Three or more | 20.0% | 25.9% |

*Percentages based on the number of households with child in this age group.

Table 10

ADULT WGBH-TV VIEWING IN RELATIONSHIP TO CHILDREN IN HOME

| | Young Child in Home | |
|---|---|---|
| | Yes | No |
| Named adult program* | 31.8% | 93.1% |
| Female adult viewed last week | 38.3% | 34.5% |
| Male adult viewed last week | 25.9% | 29.0% |
| Adults view WGBH once a week or more | 33.4% | 33.1% |

| | Size of Household | | | | | |
|---|---|---|---|---|---|---|
| | Single | Two | Three | Four | Five | Six or more |
| Named adult program* | 96.1% | 92.3% | 58.3% | 45.2% | 38.0% | 34.0% |
| Female adult viewed last week | 30.1% | 38.6% | 35.3% | 39.2% | 32.6% | 33.9% |
| Male adult viewed last week | 17.9% | 34.1% | 26.1% | 27.3% | 24.9% | 26.0% |
| Adults view WGHB once a week or more | 31.9% | 35.4% | 32.7% | 35.2% | 31.9% | 27.9% |

| | Age of Head of Household | | | | | |
|---|---|---|---|---|---|---|
| | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-98 |
| Named adult program* | 53.5% | 34.6% | 59.0% | 80.2% | 90.9% | 95.3% |
| Female adult viewed last week | 39.3% | 36.4% | 34.3% | 32.2% | 36.9% | 39.8% |
| Male adult viewed last week | 32.5% | 25.9% | 27.1% | 27.8% | 27.7% | 28.1% |
| Adults view WGBH once a week or more | 36.9% | 36.3% | 30.7% | 33.5% | 30.0% | 29.3% |

*Percentages based on number of households where at least one program was named.

(More)

Table 10
(Continued)

| | Reported Frequency of Child WGBH-TV Viewing** | | | |
|---|---|---|---|---|
| | Regular fan | 1-3 Times a week | Now and then | Never |
| Named adult program* | 25.2% | 41.7% | 46.5% | 86.0% |
| Female adult viewed last week | 46.9% | 29.5% | 29.4% | 20.0% |
| Male adult viewed last week | 30.9% | 16.4% | 22.4% | 14.5% |
| Adults view WGBH once a week or more | 42.6% | 39.9% | 19.2% | 14.2% |

| | Pre School Child Reported to Have Viewed WGBH Last Week** | |
|---|---|---|
| | Yes | No |
| Named adult program* | 23.8% | 63.6% |
| Female adult viewed last week | 48.2% | 19.9% |
| Male adult viewed last week | 30.3% | 15.7% |
| Adults view WGBH once a week or more | 41.7% | 18.9% |

| | Elementary School Child Reported to Have Viewed WGBH Last Week** | |
|---|---|---|
| | Yes | No |
| Named adult program* | 28.8% | 44.5% |
| Female adult viewed last week | 45.4% | 14.0% |
| Male adult viewed last week | 32.5% | 10.3% |
| Adults view WGBH once a week or more | 37.0% | 19.1% |

| | Teenager Reported to Have Viewed WGBH Last Week** | |
|---|---|---|
| | Yes | No |
| Named adult program* | 58.5% | 39.3% |
| Female adult viewed last week | 58.2% | 14.2% |
| Male adult viewed last week | 49.3% | 9.6% |
| Adults view WGBH once a week or more | 46.7% | 17.1% |

*Percentages based on number of households where at least one program was named.
**Percentages based on number of households with children in this age group.

(More)

Table 10
(Concluded)

| | Able to Name Children's Program | |
|---|---|---|
| | Yes | No, only adult |
| Named adult program* | 26.0% | --% |
| Female adult viewed last week | 47.5% | 86.3% |
| Male adult viewed last week | 32.8% | 73.5% |
| Adults view WGBH once a week or more | 41.6% | 62.9% |

*Percentages based on number of households where at least one program was named.

Table 11

ADULT WGBH VIEWING BY DEMOGRAPHIC GROUPS

| | Female Adult Education | | | | |
|---|---|---|---|---|---|
| | Didn't finish high school | Finished high school | Some college | BA or equivalent | Graduate work |
| Named adult program* | 44.3% | 46.9% | 57.8% | 68.6% | 85.0% |
| Female adult viewed last week | 26.8% | 31.9% | 41.9% | 49.5% | 54.7% |
| Male adult viewed last week | 17.8% | 22.1% | 29.9% | 38.0% | 48.9% |
| Adults view once a week or more | 23.0% | 26.7% | 37.5% | 45.0% | 58.0% |

| | Male Adult Education | | | | |
|---|---|---|---|---|---|
| | Didn't finish high school | Finished high school | Some college | BA or equivalent | Graduate work |
| Named adult program* | 47.4% | 45.2% | 52.2% | 59.8% | 74.1% |
| Female adult viewed last week | 28.6% | 27.7% | 36.4% | 39.6% | 55.0% |
| Male adult viewed last week | 22.0% | 22.3% | 30.9% | 33.5% | 54.2% |
| Adults view once a week or more | 22.5% | 24.6% | 34.8% | 36.8% | 60.0% |

| | Occupation of Head of Household | | | | | |
|---|---|---|---|---|---|---|
| | Unskilled | Skilled | Sales Clerical | Proprietor Manager | Professional | Student |
| Named adult program* | 51.6% | 44.4% | 59.4% | 55.5% | 67.4% | 91.0% |
| Female adult viewed last week | 28.2% | 30.5% | 34.5% | 37.6% | 48.0% | 38.4% |
| Male adult viewed last week | 20.4% | 22.8% | 23.4% | 31.4% | 39.3% | 39.5% |
| Adults view once a week or more | 23.1% | 26.4% | 30.5% | 35.1% | 47.1% | 47.7% |

*Percentages based on number of households where at least one program was named.

(More)

Table 11
(Concluded)

| | Ethnic Identification of Respondent | | | | |
|---|---|---|---|---|---|
| | Black | White | Portuguese | Italian | Other |
| Named adult program* | 69.8% | 57.9% | 34.8% | 44.0% | 39.3% |
| Female adult viewed last week | 35.9% | 36.7% | 30.4% | 28.9% | 35.5% |
| Male adult viewed last week | 37.8% | 27.8% | 18.8% | 24.6% | 24.7% |
| Adults view once a week or more | 33.8% | 33.6% | 32.5% | 27.6% | 36.3% |

| | Sex of Respondent | |
|---|---|---|
| | Female | Male |
| Named adult program* | 54.4% | 67.8% |
| Female adult viewed last week | 38.6% | 28.1% |
| Male adult viewed last week | 23.9% | 35.3% |
| Adults view once a week or more | 66.5% | 68.0% |

*Percentages based on number of households where at least one program was named.

Table 12

ADULT WGBH VIEWERS AND NON-VIEWERS CONTRASTED
ON MEDIA AVAILABILITY AND USE

| | Viewed Programs on Channel 2 in Last Week | | | |
|---|---|---|---|---|
| | Female | | Male | |
| Number of TV Sets | Did View | Did Not View | Did View | Did Not View |
| One set | 41.4% | 41.1% | 39.2% | 41.2% |
| Two sets | 39.5 | 40.1 | 39.6 | 40.0 |
| Three or more sets | 19.2 | 18.8 | 21.2 | 18.8 |
| Hours TV Set in on During Average Weekday | | | | |
| "All Day" | 17.9% | 16.9% | 14.6% | 17.8% |
| 6 hours or more | 26.8 | 26.7 | 24.8 | 27.4 |
| 5 hours | 12.1 | 12.4 | 12.3 | 12.7 |
| 4 hours | 12.3 | 13.3 | 13.7 | 13.2 |
| 3 hours | 14.2 | 12.9 | 15.0 | 12.5 |
| 2 hours | 11.1 | 9.5 | 12.7 | 8.9 |
| 1 hour or less | 3.7 | 5.8 | 4.8 | 5.3 |
| Usually not on | 1.9 | 2.5 | 2.1 | 2.2 |
| Frequency of Documentary Viewing | | | | |
| Two or more a week | 37.2% | 17.3% | 39.6% | 18.5% |
| One a week | 28.5 | 23.8 | 29.6 | 24.0 |
| One a month | 8.6 | 11.7 | 8.4 | 11.6 |
| Occasionally | 17.5 | 21.1 | 15.3 | 20.9 |
| Never | 8.2 | 26.1 | 7.1 | 25.0 |
| Primary Television Information Source | | | | |
| TV Guide | 42.4% | 43.6% | 40.6% | 43.5% |
| Sunday supplement | 30.2 | 26.6 | 31.1 | 26.7 |
| Boston Daily | 9.8 | 8.8 | 9.7 | 9.1 |
| Habit | 6.5 | 9.5 | 7.5 | 9.0 |
| Local paper | 5.4 | 5.4 | 5.1 | 5.5 |
| Channel changing | 3.1 | 4.8 | 3.5 | 4.8 |
| Other | 2.5 | 1.2 | 2.5 | 1.5 |

Table 13

ADULT WGBH VIEWERS AND NON VIEWERS
CONTRASTED ON RESPONSES TO OTHER WGBH VARIABLES

| Able to Name WGBH-TV Program Shown in Last Year | Viewed Programs on Channel 2 in Last Week | | | |
|---|---|---|---|---|
| | Female | | Male | |
| | Did View | Did Not View | Did View | Did Not View |
| Yes | 91.0% | 58.1% | 89.4% | 61.3% |
| No | 9.0 | 41.9 | 10.6 | 38.7 |
| **Watched Last Year's WGBH Auction** | | | | |
| Daily | 23.6% | 12.4% | 22.8% | 13.9% |
| Occasionally | 47.8 | 37.9 | 47.4 | 38.5 |
| No | 28.6 | 49.7 | 29.8 | 47.6 |
| **Support of WGBH** | | | | |
| Individuals | 47.6% | 36.9% | 47.3% | 38.2% |
| Foundations | 9.8 | 4.3 | 10.3 | 4.7 |
| Federal government | 5.7 | 4.0 | 7.8 | 3.8 |
| Business | 6.7 | 3.5 | 6.0 | 4.0 |
| Auction | 3.6 | 3.5 | 3.0 | 3.6 |
| Schools | 0.7 | 0.2 | 0.5 | 0.3 |
| Other | 1.8 | 1.0 | 1.6 | 1.1 |
| Don't know | 24.1 | 46.6 | 23.5 | 44.3 |
| **Respondent Gave Money to WGBH** | | | | |
| Yes | 35.3% | 14.3% | 35.4% | 16.7% |
| No | 64.7 | 85.7 | 64.6 | 83.3 |
| **Respondent Owns FM Radio** | | | | |
| Yes | 85.4% | 79.4% | 86.6% | 79.7% |
| No | 14.6 | 20.6 | 13.4 | 20.3 |
| **UHF Capability** | | | | |
| Yes | 90.0% | 88.9% | 92.0% | 89.0% |
| No | 10.0 | 11.1 | 8.0 | 11.1 |
| **Owns UHF, Views Channel 44** | | | | |
| Yes | 50.7% | 33.8% | 54.0% | 35.6% |
| No | 49.3 | 66.2 | 46.0 | 64.4 |

Table 14

TYPE OF WGBH PROGRAM BY DEMOGRAPHIC GROUPS

| Type of Program Named | Size of Household | | | | | |
|---|---|---|---|---|---|---|
| | Single | Two | Three | Four | Five | Six or More |
| Children's* | 8.5% | 14.4% | 56.2% | 74.0% | 80.8% | 86.4% |
| Public Affairs* | 63.2% | 55.7% | 33.6% | 24.3% | 24.8% | 20.2% |
| Cultural* | 41.1% | 42.2% | 29.3% | 20.1% | 21.0% | 16.6% |
| Non WGBH Viewer** | 67.1% | 62.9% | 54.5% | 37.0% | 36.2% | 36.6% |

| | Children in Household | | | |
|---|---|---|---|---|
| | No Child | Preschool | Elementary | Teenager |
| Children's* | 13.3% | 94.3% | 88.2% | 66.5% |
| Public Affairs* | 55.2% | 16.9% | 20.0% | 30.0% |
| Cultural* | 42.7% | 12.9% | 16.4% | 23.4% |
| Non WGBH Viewer** | 65.4% | 17.4% | 30.5% | 53.4% |

| | Age of Household Head | | | | | |
|---|---|---|---|---|---|---|
| | 20-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-98 |
| Children's* | 61.4% | 85.2% | 60.5% | 29.9% | 14.2% | 11.6% |
| Public Affairs* | 37.2% | 21.8% | 34.2% | 48.1% | 47.2% | 50.0% |
| Cultural* | 23.8% | 18.3% | 29.5% | 38.8% | 41.5% | 41.9% |
| Non WGBH Viewer** | 44.1% | 32.5% | 48.4% | 62.1% | 61.7% | 68.5% |

| | Education of Female Adult | | | | |
|---|---|---|---|---|---|
| | Didn't finish high school | Finished high school | Some college | BA or equivalent | Graduate work |
| Children's | 61.0% | 67.2% | 59.6% | 50.0% | 34.7% |
| Public Affairs* | 17.6% | 28.6% | 34.0% | 42.5% | 51.0% |
| Cultural* | 19.2% | 19.4% | 28.6% | 31.0% | 51.7% |
| Non WGBH Viewer** | 61.8% | 48.8% | 43.9% | 43.2% | 41.6% |

* These categories are not mutually exclusive. Percents are based on the number of households in which at least one program was named.

** Percents are based on the entire sample of households.

(More)

Table 14
(Continued)

| Type of Program Named | Education of Male Adult: Didn't finish high school | Finished high school | Some college | BA or equivalent | Graduate work |
|---|---|---|---|---|---|
| Children's* | 63.2% | 66.8% | 66.6% | 55.6% | 49.2% |
| Public Affair* | 24.2% | 24.5% | 33.6% | 38.7% | 46.4% |
| Cultural* | 16.5% | 21.4% | 23.7% | 26.8% | 45.7% |
| Non WGBH Viewer** | 59.2% | 53.7% | 45.6% | 43.8% | 31.3% |

| | Employment Status of Household Head: Employed | Retired | Unemployed | Student |
|---|---|---|---|---|
| Children's* | 63.0% | 11.0% | 61.5% | 32.8% |
| Public Affairs* | 31.8% | 52.3% | 29.3% | 65.2% |
| Cultural* | 25.5% | 42.4% | 18.7% | 40.3% |
| Non WGBH Viewer** | 46.5% | 64.2% | 57.7% | 59.4% |

| | Occupation of Household Head: Unskilled | Skilled | Sales/ Clerical | Proprietor/ Manager | Professional |
|---|---|---|---|---|---|
| Children's* | 54.9% | 69.1% | 52.2% | 62.4% | 50.6% |
| Public Affairs* | 23.8% | 24.6% | 34.3% | 36.8% | 41.7% |
| Cultural | 27.9% | 20.5% | 23.8% | 26.9% | 36.0% |
| Non WGBH Viewer** | 59.8% | 52.2% | 50.7% | 45.3% | 39.3% |

| | Sex of Respondent: Male | Female |
|---|---|---|
| Children's* | 47.3% | 60.8% |
| Public Affairs* | 41.7% | 32.2% |
| Cultural* | 34.7% | 24.7% |
| Non WGBH Viewer** | 58.8% | 46.7% |

*These categories are not mutually exclusive. Percents are based on the number of households in which at least one program was named.

**Percents are based on the entire sample of households.

(More)

Table 14
(Concluded)

| Type of Program Named | Ethnic Identification of Respondent | | | | |
|---|---|---|---|---|---|
| | Black | White | Portuguese | Italian | Other |
| Children's* | 45.4% | 57.6% | 69.6% | 64.3% | 71.4% |
| Public Affairs* | 30.2% | 35.1% | 17.4% | 27.4% | 17.2% |
| Cultural* | 38.6% | 27.7% | 13.0% | 18.8% | 13.8% |
| Non Viewer** | 38.8% | 49.0% | 60.6% | 57.8% | 47.5% |

*These categories are not mutually exclusive. Percents are based on the number of households in which at least one program was named.
**Percents are based on the entire sample of households.

Table 15

TYPE OF WGBH PROGRAM BY MEDIA AVAILABILITY AND USE

| Number of TV Sets | Type of Program Named: Children's | Public Affairs | Cultural | Non WGBH Viewers |
|---|---|---|---|---|
| One set | 35.6% | 41.7% | 42.8% | 44.0% |
| Two sets | 43.3 | 37.7 | 37.8 | 38.3 |
| Three or more sets | 21.1 | 20.6 | 19.4 | 17.7 |
| **TV Set is on Average Weekday** | | | | |
| "All Day" | 26.9% | 13.3% | 11.5% | 13.9% |
| Six hours or more | 35.8 | 25.1 | 22.6 | 22.9 |
| Five hours | 11.6 | 12.4 | 12.4 | 13.0 |
| Four hours | 10.0 | 14.3 | 14.6 | 13.8 |
| Three hours | 8.6 | 15.9 | 15.8 | 14.1 |
| Two hours | 5.0 | 12.6 | 15.4 | 11.8 |
| One hour or less | 1.8 | 4.9 | 5.6 | 7.1 |
| Usually not on | 0.4 | 1.5 | 2.2 | 3.4 |
| **Who Views TV During the Day on Weekdays** | | | | |
| Female adult | 50.2% | 44.9% | 44.1% | 40.8% |
| Male adult | 9.5 | 14.2 | 16.1 | 15.9 |
| Pre school child* | 86.9 | 82.4 | 78.0 | 38.3 |
| Elementary child* | 53.9 | 51.5 | 50.2 | 35.1 |
| Teenager* | 35.3 | 33.7 | 28.4 | 30.5 |
| **Frequency of Documentary Viewing** | | | | |
| Two or more a week | 26.5% | 44.4% | 42.0% | 18.0% |
| Once a week | 27.6 | 29.5 | 28.3 | 23.6 |
| Once a month | 11.7 | 6.9 | 8.1 | 10.2 |
| Occasionally | 18.9 | 13.8 | 16.1 | 21.1 |
| Never | 15.3 | 5.4 | 5.5 | 27.0 |

*Percentages based on number of households with a child in this age group.

(More)
54

Table 15
(Concluded)

| Primary Source of TV Information | Type of Program Named | | | Non WGBH Viewers |
|---|---|---|---|---|
| | Children's | Public Affairs | Cultural | |
| TV Guide | 49.0% | 39.0% | 39.2% | 41.1% |
| Sunday TV supplement | 27.2 | 33.1 | 34.7 | 26.4 |
| Boston Daily | 8.0 | 11.5 | 10.2 | 9.3 |
| Habit | 5.7 | 7.7 | 6.3 | 10.5 |
| Local paper | 5.5 | 3.8 | 4.3 | 5.3 |
| Flip the dials | 2.3 | 2.5 | 2.4 | 6.0 |
| Someone else selects | 1.4 | 1.0 | 0.3 | 0.8 |
| Radio | 0.5 | -- | 0.6 | 0.3 |
| Other | 0.4 | 1.4 | 2.0 | 0.3 |

Table 16

TYPE OF WGBH PROGRAM BY OTHER WGBH VARIABLES

| Who Viewed WGBH Last Week | Type of Program Named: Children's | Public Affairs | Cultural | Non WGBH Viewers |
|---|---|---|---|---|
| Female adult | 47.5% | 87.1% | 87.6% | 8.2% |
| Male adult | 32.8 | 73.3 | 76.8 | 7.3 |
| Pre school child* | 96.1 | 86.7 | 87.0 | 8.3 |
| Elementary child* | 88.8 | 81.0 | 77.1 | 13.7 |
| Teenager* | 51.3 | 66.8 | 64.9 | 9.8 |
| **Young Children Watch WGBH*** | | | | |
| Regular viewing fan | 81.3% | 64.2% | 58.8% | 8.1% |
| View once a week | 4.4 | 7.3 | 5.7 | 11.1 |
| View now and then | 13.4 | 21.2 | 26.5 | 43.5 |
| Never watch | 0.9 | 7.3 | 9.0 | 37.4 |
| **Adults Watch WGBH** | | | | |
| Regular viewing fan | 27.2% | 46.1% | 47.3% | 5.9% |
| View once a week | 14.4 | 22.0 | 21.9 | 9.4 |
| View now and then | 43.6 | 30.3 | 29.6 | 55.9 |
| Never watch | 14.8 | 1.6 | 1.2 | 28.8 |
| **Type of Program Named as Viewed in Last Year** | | | | |
| Childrens | 78.5% | 13.8% | 14.8% | 6.3 |
| Public affairs | 9.5 | 64.1 | 23.9 | 9.2 |
| Masterpiece Theater | 5.0 | 9.2 | 20.7 | 8.5 |
| Cultural | 2.5 | 5.7 | 24.9 | 5.0 |
| Instructional | 2.1 | 3.2 | 2.7 | 3.7 |
| Pops Concerts | 1.4 | 3.3 | 12.1 | 3.9 |
| Sports | 0.8 | 0.5 | 0.8 | 2.9 |
| No | 0.1 | 0.1 | 0.1 | 60.4 |

*Percentages based on number of households with a child in this age group.

(More)
56

Table 16
(Continued)

| Number of Programs Named as Viewed in Last Week | Type of Program Named | | | Non WGBH Viewers |
|---|---|---|---|---|
| | Children's | Public Affairs | Cultural | |
| One | 23.9% | 33.3% | 31.8% | -- |
| Two | 24.9 | 26.0 | 26.8 | -- |
| Three or more | 51.2 | 40.6 | 41.3 | -- |
| **Watched Last Year's WGBH Auction** | | | | |
| Daily | 22.2% | 24.1% | 22.8% | 11.8% |
| Occasionally | 44.1 | 46.1 | 48.8 | 36.8 |
| No | 33.7 | 29.8 | 28.3 | 51.4 |
| **Perceived Primary Source of Financial Support of WGBH** | | | | |
| Individual viewers | 43.4% | 49.3% | 49.7% | 36.0% |
| Private foundations | 8.4 | 11.1 | 11.0 | 3.7 |
| Federal government | 6.2 | 8.5 | 7.6 | 3.6 |
| Businesses | 6.7 | 6.0 | 6.3 | 2.7 |
| WGBH Auction | 3.2 | 2.3 | 3.2 | 3.7 |
| Schools | 0.5 | 0.3 | 1.0 | 0.1 |
| Other | 1.3 | 1.9 | 1.5 | 1.0 |
| Don't know | 30.3 | 20.5 | 19.7 | 49.2 |
| **Respondent Contributed Money to WGBH** | | | | |
| Yes | 27.3% | 38.3% | 42.5% | 13.4% |
| No | 72.7 | 61.7 | 57.5 | 86.6 |
| **Respondent has FM Radio** | | | | |
| Yes | 85.7% | 88.4% | 85.6% | 78.0% |
| No | 14.3 | 11.6 | 14.4 | 22.0 |

(More)

Table 16
(Concluded)

| UHF Capability | Type of Program Named: Children's | Public Affairs | Cultural | Non WGBH Viewers |
|---|---|---|---|---|
| No UHF | 6.5% | 10.5% | 9.5% | 12.9% |
| UHF and antenna | 43.7 | 41.3 | 40.1 | 39.7 |
| UHF and no antenna | 49.8 | 48.1 | 50.4 | 47.4 |
| UHF total | 93.5% | 89.4% | 90.5% | 87.1% |
| UHF Owners who View Channel 44 | | | | |
| Yes | 53.6% | 51.3% | 45.3% | 34.5% |
| No | 46.4 | 48.7 | 54.7 | 65.5 |

## APPENDIX II

## WGBH Questionnaire

Hello. We're doing a study of television viewing. Your household is one of those chosen at random to represent families in this area. All information will be kept confidential and there will be no commercial or sales use made of it.

---

On the average weekday, about how long is the TV on in your house? Please think and include all the time it is on--regardless of who is watching.

(0) Usually not on
(1) 1 hour or less
(2) 2 hours
(3) 3 hours
(4) 4 hours
(5) 5 hours
(6) 6 hours or more
(7) All day
(8) Don't know
(9) No TV

How many people live in your household?

Are there any pre-school age children in the home?
(1) No (2) Yes (9) No response

Are there any children in elementary school?
(1) No (2) Yes (9) No response

Are there any teenagers?
(1) No (2) Yes (9) No response

Does anyone in your household usually watch TV during the daytime on weekdays?
No
Yes (Ask: Who watches?, Anyone else?)

Female adult.....(1) Doesn't watch (2) Watches (8) Not applicable
(9) Don't know, Refused
Male adult.....(1) Doesn't watch (2) Watches (8) Not applicable
(9) Don't know, Refused
Pre-school child..(1) Doesn't watch (2) Watches (8) Not applicable
(9) Don't know, Refused
Elementary child..(1) Doesn't watch (2) Watches (8) Not applicable
(9) Don't know, Refused
Teenager.....(1) Doesn't watch (2) Watches (8) Not applicable
(9) Don't know, Refused

How many TV sets in working order are there in your home?

Can you get UHF television stations on any of your sets? Those are the stations like channels 27, 38, 44, and 56.
(1) No UHF set
Yes (Ask: Do you have an outdoor TV antenna?)
(2) UHF set and outdoor antenna
(3) UHF set but no outdoor antenna
(9) No response

Does anyone in your home ever watch any of the UHF channels?
(1) No
Yes (Ask: Does anyone watch channel 44, WGBX-TV?)
(2) No, does not watch channel 44.
Yes (Ask and read list: How would you grade the quality of the reception on 44?)
(3) Much worse than other UHF stations
(4) Worse than other UHF stations
(5) As good as other UHF stations
(6) Better than other UHF stations
(7) Don't know, don't remember
(8) No UHF set (9) No response

What sources of TV information help you to decide what to watch on television. Just tell us the one that is the most helpful.
(1) Just flip through the dials
(2) Habit
(3) A Boston daily newspaper
(4) A local newspaper
(5) Sunday newspaper TV supplement
(6) TV GUIDE
(7) Someone else selects the show
(8) Radio commercials for TV programs
(9) Cannot choose, refuses
(0) Other

Do you spend any time watching television documentaries or discussions of contemporary issues? We don't mean news reports.
(1) No
Yes (Ask: How often would you say you watch this type of show?)
(2) Several times a week
(3) Once a week, 3 times a month
(4) Once a month, twice a month
(5) Occasionally, "rarely"
(9) No response

Does either your home or your car have an FM radio? (That's one that can get stations like WJIB and WBCN.)
(1) Not in home or car (3) In car only (9) No response
(2) In home only (4) Both home and car

Did you watch any of last year's channel 2 auction?
(1) No
Yes (Ask: Approximately how much of the auction did you watch?)
(2) Daily - a little
(3) Daily - a lot
(4) Some days - a little
(5) Some days - a lot
(6) All of it
(9) No response

Has anyone in your household watched any programs on channel 2 in the last week? That's WGBH-TV, the non-commercial public station?
No
Yes (Ask: Who watched? Anyone else?)

| | | | | |
|---|---|---|---|---|
| Female adult..... | (1) Didn't watch | (2) Watched | (8) Not applicable | (9) Don't know |
| Male adult..... | (1) Didn't watch | (2) Watched | (8) Not applicable | (9) Don't know |
| Pre-school child.. | (1) Didn't watch | (2) Watched | (8) Not applicable | (9) Don't know |
| Elementary child.. | (1) Didn't watch | (2) Watched | (8) Not applicable | (9) Don't know |
| Teenager..... | (1) Didn't watch | (2) Watched | (8) Not applicable | (9) Don't know |

What programs on channel 2 did members of your family watch last week?

Have you watched channel 2 within the last year?
(1) No
Yes (Ask: What was one of the best shows you watched on channel 2?)

Ask the following question only if there are pre-school or elementary children in home. If no children of this age, go on to next question.
Which of these statements best describes your younger children --those in elementary school or of pre-school age: Do they...
(1) Never watch channel 2
(2) Watch channel 2 now and then
(3) Watch channel 2 one to three times a week
(4) Regular viewing fans of channel 2
(8) Not applicable (9) Don't know

Which of these statements best describes the adults in your family?
(1) Never watch channel 2
(2) Watch channel 2 now and then
(3) Watch channel 2 one to three times a week
(4) Regular viewing fans of channel 2
(9) No response

What do you think is the primary source of financial support of channel 2?
(1) Don't know
(2) Federal government
(3) Individual viewers
(4) Schools
(5) Private foundations
(6) Businesses or corporations
(7) The channel 2 auction
(8) Other (_____)
(9) No response

This survey is in no way connected with public television fund raising, but we would like to know if you have ever contributed any money to channel 2?
(1) No
Yes (Ask: Roughly how often do you contribute?)
(2) Less than once a year
(3) Once a year
(4) More than once a year
(9) No response

How far did you/the lady of the house go in school?
(1) Elementary school (through 8th)
(2) Did not finish high school
(3) Finished high school
(4) Some college
(5) BA degree or equivalent
(6) Graduate work
(7) Technical beyond high school
(9) No "lady of the house"

How far did you/the man of the house go in school?
(Same categories as above)

Is the head of the house employed?
(1) Yes, employed
(2) Retired
(3) Student
(4) Unemployed

What is the occupation of the head of the house? (Probe for exact occupation)

How old is the head of the house? (Code actual age)

What is your race and national origin?
(1) White
(2) Black
(3) White-Spanish
(4) White-Portuguese
(5) White-Italian
(6) Other
(9) Refusal

Later this year WGBH-channel 2 and CPB, the non-commercial Corporation for Public Broadcasting, are going to conduct more studies of TV viewing. These will entail no obligation or solicitations, and all information will be strictly confidential. Would your family be interested in participating?
(1) No (2) Yes

If yes, ask:

Please give us your name and address so we can contact you for these studies. Again, let me emphasize that this information will be used only for these non-commercial studies.

Thank you very much for your cooperation.

Sex of Respondent (1) Male (2) Female (9) Don't know

Interviewer:_____
Date:_____ Time:_____